NOVEMBER 18, 1946 PRICE 15 CENTS

# BROADCASTING

The Weekly Newsmagazine of Radio

TELECASTING

WLS programs for people

## They use "School Time"

## Oak Lawn teacher and pupils demonstrate WLS program's value

Letters and studio visits from pupils and teachers keep us posted on the way WLS "School Time" is doing its job. But now and then, we receive *extra* evidence, as happened at the recent tenth annual School Broadcast Conference in Chicago.

Conference officials, learning that Miss Virginia Dempsey had done an outstanding job in school use of radio music programs, asked her to bring her class in from Edward J. Tobin School in Oak Lawn, Illinois.

Prefacing her demonstration, Miss Dempsey told the conference that her classroom work was based on the WLS "School Time" programs. Then her pupils displayed their very complete scrapbooks on the Magic Harp, one of the five weekly "School Time" features.

WLS "School Time" is in its eleventh year. Like Dinner Bell, America's pioneer farm service program — like our News broadcasts, Rounding Up the World, Morning Devotions—WLS "School Time" is carefully planned for the people it is to serve . . . the Midwest America families who have depended on WLS service and entertainment for more than twenty-two years.

A Clear Channel Station

WLS CHICAGO 7

The PRAIRIE FARMER STATION

BURRIDGE D. BUTLER President
GLENN SNYDER Manager

50,000 watts, 890 KC, American Affiliate, Represented by JOHN BLAIR & COMPANY, Affiliated in Management with KOY, Phoenix, and the ARIZONA NETWORK — KOY, Phoenix • KTUC, Tucson • KSUN, Bisbee-Lowell-Douglas

*In This Issue:* BROADCASTING TRENDS—Second Report

# KRNT

*A Cowles Station*

WOL *Washington*, WHOM *New York*, WCOP *Boston*, WNAX *Sioux City—Yankton*

**5000 WATTS**

AMERICAN BASIC NETWORK

**DES MOINES**

**IOWA**

Affiliated with the Des Moines Register & Tribune

## *It's American . . .*

## PEOPLE ALWAYS VOTE FOR THEIR CHOICE!

**Hooper Station Listening Index . . Des Moines City Zone**

COMPARED WITH

**April - May, 1945 • Aug. - Sept., 1946 ***

| | April-May 1945 | Aug.-Sept. 1946 |
|---|---|---|
| Weekday Morning<br>Monday - Friday, 8 a.m. - 12 noon | | |
| KRNT | 23.8 | 44.2 |
| Station A | 42.1 | 24.9 |
| Station B | 28.7 | 27.1 |
| Weekday Afternoon<br>Monday - Friday, 12 noon - 6 p.m. | | |
| KRNT | 22.5 | 34.1 |
| Station A | 24.4 | 20.5 |
| Station B | 48.9 | 39.9 |
| Evening<br>Sunday thru Saturday, 6 p.m. - 10 p.m. | | |
| KRNT | 31.4 | 30.6 |
| Station A | 20.3 | 25.9 |
| Station B | 47.5 | 41.8 |
| Total Rated Time Period | | |
| KRNT | 28.3 | 34.5 |
| Station A | 25.8 | 24.5 |
| Station B | 43.3 | 37.8 |

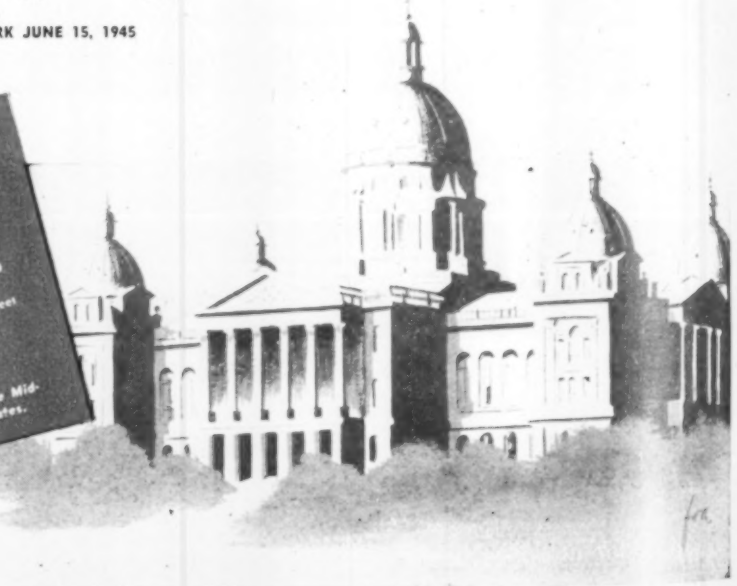
* KRNT JOINED THE "AMERICAN" NETWORK JUNE 15, 1945

REPRESENTED BY THE

**KATZ AGENCY**

500 Fifth Avenue, New York City
Bryant Building, Kansas City
Republic Bank Bldg, Dallas
307 North Michigan, Chicago
Monadnock Building, San Francisco
22 Marietta Street, Atlanta
General Motors Bldg, Detroit
530 West 6th Street, Los Angeles

KRNT is available with WNAX and WMT as the Mid-States Group. Ask the Katz Agency for Rates.



The Yankee Network announces the addition of these Maine stations as full-time Mutual-Yankee affiliates:

## WMTW - Portland WFAU - Augusta WJOR - Bangor

Yankee brings to Maine Mutual coast-to-coast and Yankee programs, the complete day and night schedule of music, drama, sports, mysteries, quiz programs and news.

The addition of these stations is a further extension of Yankee Network's home-town coverage — the direct, local impact which gives listenership in city, town and neighborhood shopping centers throughout the state.

Through these stations and its other affiliate, WCOU, Lewiston, The Yankee Network delivers Maine's key cities and suburban trading zones on a full-time basis. It's the Yankee home-town pattern for effective selling.

*Acceptance is* **THE YANKEE NETWORK'S** *Foundation*

# THE YANKEE NETWORK, INC.

*Member of the Mutual Broadcasting System*

21 BROOKLINE AVENUE, BOSTON 15, MASSACHUSETTS

Represented Nationally by EDWARD PETRY & CO., INC.

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# BROADCASTING... at deadline

## Closed Circuit

SENSATIONAL Fulton Lewis report Wednesday which became front page story Thursday about alleged proposed "fix" by Washington attorney involving government disposal of Dodge-Chrysler plant in Chicago has radio implications, both as to station ownership and program presentation.

FBI becoming expert in peacetime radio investigations. Something will break pretty soon on ownership of one new brace of stations (FM and AM) not yet on air, as to Communistic leanings.

THAT RUMPUS you may hear wafting in from West Coast will emanate from Protestants, Catholics, Jews and Mormons, all incensed over half-hour stint by Robert Harold Scott, atheist who broadcast from 8:30 to 9 a.m. PST over KQW San Francisco. (Story page 15.) Time, usually used by Mormon Tabernacle Choir from Salt Lake City over CBS, was allotted after Scott allegedly threatened further complaints to FCC on freedom of speech (religion) grounds and in accordance with FCC decision of July 19 holding that atheists have as much right as theists to advance their philosophy by radio.

BIOW Co. last week reported preparing audition record of new show featuring Al Jolson as possible replacement for one of present Philip Morris programs.

LATEST TWIST in CBS negotiations for sale of WEEI Boston understood to involve possible transfer to Yankee Network which would use it as key station in lieu of WNAC, with latter either sold or moved. CBS probing sales prospects as means of reducing station ownership by one to enable it to acquire KQW San Francisco for contracted price of $950,000.

ODDS still in favor of FCC *nolle prossing* WBAL Blue Book hearing on purported overcommercialization. Way out likely to be found in Pearson-Allen application for WBAL clear channel facilities which would place burden on applicants to bring out program matters rather than upon FCC.

ANDREW JERGENS Co., Cincinnati (Woodbury soap), reported cancelling *Mr. and Mrs. North* on NBC, Wed. 8-8:30 p.m. Also understood NBC has numerous requests for Wednesday evening spot, if time becomes available. Agency currently handling Jergens is Lennen & Mitchell, N. Y., with Bob Orr's organization taking account about Dec. 1. Chester Birch, L&M account executive, may leave soon to join new Orr agency.

INTER-AMERICAN Broadcasting Assn., formed last month in Mexico City, had its actual inspiration in Argentina, where private broadcasters were fearful of govern-

(*Continued on page 106*)

## *Upcoming*

Nov. 18: 1946 Eastern Annual Conference, AAAA, Waldorf-Astoria Hotel, New York.

Nov. 19-22: NARBA Engineering Conference, FCC Hqtrs., Washington, D. C.

Nov. 21-22: Georgia Assn. of Broadcasters First Annual Institute, U. of Georgia, Athens.

Nov. 24-30: National Radio Week.

(Other Upcomings page 95)

## Bulletins

FINANCIAL support of AFRA's drive for higher network scales (see page 15) voted Friday by International Board of Associated Actors and Artistes of America. Eleven branches of AAAA include Equity, Equity Chorus and American Guild of Musical Artists.

### 20 KW TRANSMITTER APPROVED

FCC Friday waived six-month requirement for production of FM transmitter with rating not included in FM engineering standards, permitting Federal Telephone & Radio Corp. to make 20 kw FM model (199-A). Federal told FCC it needed another year to develop new tubes required for 25 kw standard rating whereas it can start this month on 20 kw model. FCC held it desirable that FM transmitters in each of power ranges become available at early date. Approval of Federal model tentative, pending receipt of performance data.

CHARLES HUBERT, head of FM Section, FCC Legal Dept., formerly with New York field office, slated to head New York office succeeding J. Alfred Guest, resigned [BROADCASTING, Sept. 23].

## Business Briefly

GF TAKES 'McGARRY' ● General Foods Corp., New York, will sponsor *McGarry and His Mouse* starting early in January through Young & Rubicam, New York. Network not yet selected but decision expected early this week.

BEAUMONT SIGNS ● Beaumont Co., St. Louis (4-Way Cold Tablets), contracted for 13 weeks on CBS Pacific network stations Dec. 2 for *The Song Corral*, Mon., Wed., Fri., 12:15-12:30 p.m. J. D. Tarcher Co., N. Y., agency.

BASS-LUCKOFF NAMED ● Bass-Luckoff, Hollywood, appointed to handle accounts KOWL Santa Monica, Calif., now under construction, by Arthur H. Croghan, president.

### DAYTIMERS RIGHT TO USE OF CLEAR CHANNELS UPHELD

THAT FCC INTENDS to continue considering applications for daytime stations on clear channels under June 21 statement of policy [BROADCASTING, June 24] shown in Friday announcement of denial of Clear Channel Group petition to reconsider June 21 action. Yet to come is written opinion reviewing Commission reasoning behind denial, authorized at executive session Wednesday.

June 21 policy provides FCC will give on their-merits consideration to daytime or limited-time 1-A clear channel applications if proposed station is more than 750 miles from dominant station using non-directional antenna, or within 500 microvolt per meter 50% skywave contour of dominant using DA. Such applications, FCC said, may be conditionally granted on daytime-only basis. Clear Channel Group's petition argued policy jeopardizes bids which clear channel stations will make for power above 50 kw if such power is made possible in clear channel decision [BROADCASTING, Oct. 14].

## Eight AMs Granted; WPNA Quits Field

EIGHT NEW AM stations granted, finality given earlier proposed grant, FCC announced Friday. One past grantee withdrew.

New grants to corporations in which following prominent persons interested: Mrs. Pearl M. Patrick, wife Rep. Luther Patrick (D-Ala.), defeated in primaries; Louis Wasmer, KGA Spokane and Ed B. Craney, Z-Bar Network, unofficial radio adviser to Chairman Burton K. Wheeler (D-Mont.) of Senate Interstate Commerce Committee; Eugene L. Burke, former FCC attorney.

Asserting Alpena, Mich. (Pop. 13,000) "is not able to support two broadcast stations," Alpena Broadcasting Corp. (WPNA) gave up May 24 grant for 1340 kc, 250 w, fulltime. Other Alpena grant, issued May 29 to Midwestern Broadcasting Co. (WTCM WMBN) for WATZ, 250 w fulltime on 1450 kc.

KVAN Vancouver, Wash., granted fulltime on 910 kc, 1 kw directionalized (instead 500 w, day only). Other increases: WTSP St. Petersburg, Fla., from 1 kw day, 500 w night, 1380 kc, to 5 kw fulltime, DA night (Comr. Durr for hearing); WTIK Durham, N. C., from 500 w to 1 kw, day only, on 730 kc, WSIV Pekin, Ill., from 250 w to 1 kw on 1140 kc.

Stillwater (Okla.) Publishing Co., permittee for KSPI Stillwater (840 kc, 250 w, day), authorized change frequency to 780 kc. KMPC Los Angeles permitted use DA nighttime (instead day and night) only in 710 kc operation with 50 kw previously authorized [BROADCASTING, Aug. 5]. Commonwealth Broadcasting Corp., permittee for WLOW Portsmouth, Va. (1590 kc, 1 kw, day), authorized change studio location to Norfolk.

Proposed decision made final to Liberty Broadcasting Co. for new Pittsburgh station, 730 kc, 1 kw, day. Liberty owned by nine partners, also having interests in WJPA Washington, Pa., 26 miles from Pittsburgh, but they agreed give up WJPA within 30 days final decision. Seven also interested in WSTV Steubenville, but FCC ruled duopoly regulation not applicable [BROADCASTING, Nov. 4]. Liberty owners: WSTV Manager John J. Laux, Jack N. Berkman, Charles C. Swaringen, Alex Teitlebaum, Myer Wiesenthal, Louis Berkman, Richard Teitlebaum, 13⅓% each; Joseph M. Troesch, John L. Merdian, 4.5% each.

Grants in non-hearing cases:

Birmingham, Ala.—General Broadcasting Co. 780 kc, 1 kw, day only. Partnership: William J. Edwards, WAPI Birmingham announcer, formerly with KMTR

(*Continued on page 106*)

# SPOT PROGRAMS BUILD SALES

• There is no better way to make your product an integral part of the lives of a community than through the sponsorship of *local* shows. And *good* local shows are available to you.

Shows that have produced enough proof of purchase letters to swamp the mailman; shows that get the enthusiastic merchandising support of the best dealers in the territory; and shows with sales records that you, yourself, could very well envy.

Good stations know how to develop effective programs for you . . . and here is a list of just such stations.

**REPRESENTED NATIONALLY BY**

* * * **EDWARD PETRY & CO., INC.** * * *

**NEW YORK • CHICAGO • LOS ANGELES**
**DETROIT • ST. LOUIS • SAN FRANCISCO**
**ATLANTA • BOSTON**

**SPOT RADIO LIST**

| | | |
|---|---|---|
| WSB | Atlanta | NBC |
| WBAL | Baltimore | NBC |
| WNAC | Boston | MBS |
| WICC | Bridgeport | MBS |
| WBEN | Buffalo | NBC |
| WGAR | Cleveland | CBS |
| WFAA | Dallas | NBC |
| WJR | Detroit | CBS |
| WBAP | Fort Worth | NBC |
| KGKO | Ft. Worth, Dallas | ABC |
| KARM | Fresno | CBS |
| WONS | Hartford | MBS |
| KPOA | Honolulu | T.H. |
| KPRC | Houston | NBC |
| WDAF | Kansas City | NBC |
| KFOR | Lincoln | ABC |
| KARK | Little Rock | NBC |
| KFI | Los Angeles | NBC |
| WHAS | Louisville | CBS |
| WLLH | Lowell-Lawrence | MBS |
| WTMJ | Milwaukee | NBC |
| KSTP | Mpls.-St. Paul | NBC |
| WSM | Nashville | NBC |
| WSMB | New Orleans | NBC |
| WTAR | Norfolk | NBC |
| KOIL | Omaha | ABC |
| WMTW | Portland, Me. | MBS |
| KGW | Portland, Ore. | NBC |
| WEAN | Providence | MBS |
| WRNL | Richmond | ABC |
| KSL | Salt Lake City | CBS |
| WOAI | San Antonio | NBC |
| KQW | San Francisco | CBS |
| KOMO | Seattle | NBC |
| KTBS | Shreveport | NBC |
| KGA | Spokane | ABC |
| WMAS | Springfield | CBS |
| WAGE | Syracuse | ABC |
| KVOO | Tulsa | NBC |
| WWCO | Waterbury, Conn. | MBS |
| KFH | Wichita | CBS |
| WAAB | Worcester | MBS |

**THE YANKEE AND TEXAS QUALITY NETWORKS**

WMTland is in the heart of Iowa's great industrial area—Iowa, whose industrial income equals that of her tremendous farm income—a great, accessible balanced market for you.

**your "BEST BUY" to reach Eastern Iowa's buyers economically & completely**

Represented by KATZ Agency

Member MID-STATES Group

***AT 600 KC's—IOWA'S FINEST FREQUENCY***



# BROADCASTING
TELECASTING

*Published Weekly by Broadcasting Publications, Inc.*

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• Reg. U. S. Pat. Office



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SUBSCRIPTION PRICE: $5.00 PER YEAR, 15¢ PER COPY

# Begin at home!

Home is the place to sell your prospects . . . For almost every product is designed for use in or around the house . . . In the Nashville area, the heart of the market is in its 335 thousand homes . . . Families here spend almost 10 million dollars each year just to furnish these homes . . . Start your sales campaign now for a share of this rich market . . . And the way to reach your best prospects is via WSIX—when they are at home tuned in to our popular and varied programs.

AMERICAN • MUTUAL

5,000 WATTS 980 KC

*National Representative:*

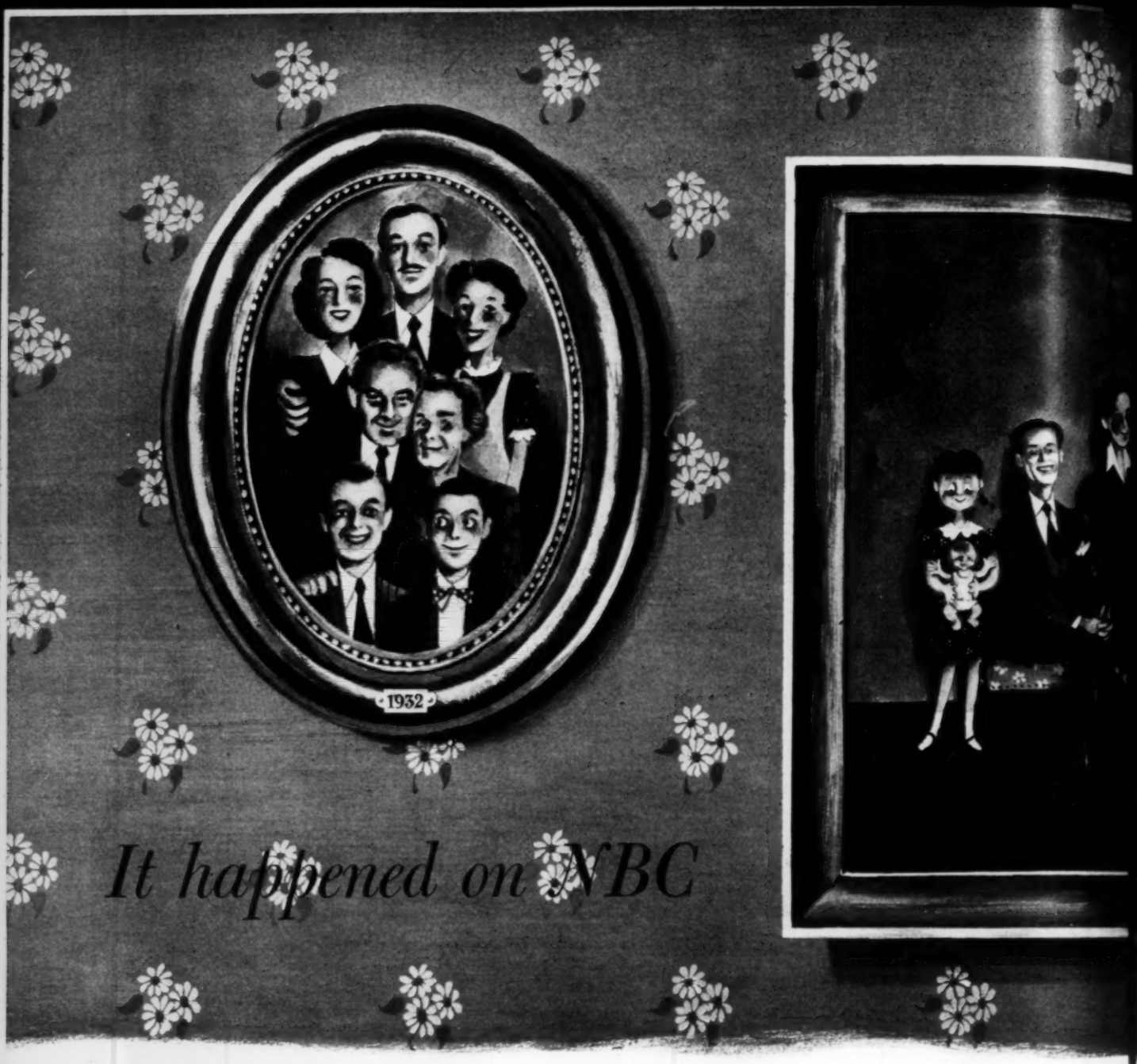
THE KATZ AGENCY, Inc.

**WSIX**

*The Voice of Tennessee's Capital City*

NASHVILLE TENNESSEE

**WSIX gives you all three: Market, Coverage, Economy**




STORY OF A ROYAL FAMILY ★ The doings of the Barbour clan are as familiar to American families as their own domestic histories. Birth, death, marriage, romance, comedy, tragedy—these are the raw materials of family life everywhere, and they are the threads with which the story of *One Man's Family* is woven.

The bewildering offspring of Fanny and Henry Barbour now have equally bewildering offspring of their own. Listeners who were parents when they first heard *One Man's Family* have now become grandparents. Listeners who were in their teens when they first became Barbour fans, have gone through the war listening to *One Man's Family* from Iceland to Iwo Jima—and now have come home to establish families of their own. Youngsters who were not yet born when the Barbours came to NBC are now close friends of Pinky, Hank, Joan, Penny and Margaret—today's younger set of *One Man's Family*. And while Father Barbour's "Yes, yes" may be a little more weary, it is balanced by little Margaret's charm, and adolescent Pinky's struggles to interpret the working of the adult mind.

*AMERICA'S NO. 1 NETWORK*

Back in 1932, Carleton E. Morse envisioned a radio program which would reflect the American way of life in millions of listening homes. In March of that year he introduced *One Man's Family* over a San Francisco station. One month later the new series moved to the NBC Pacific Coast Network. In May 1933 it went coast to coast. Today it is broadcast over 144 stations of the NBC Network every Sunday afternoon at 3:30 Eastern Time.

During its fourteen years on NBC, *One Man's Family* has received at least fifteen national awards as radio's outstanding dramatic serial. Under the sponsorship of Standard Brands, it has helped make Royal Desserts and Fleischmann's Yeast household words throughout the country.

How to grow a family tree? Plant it with the skill and craftsmanship of a distinguished author and a fine cast of characters. Give it roots in the powerful facilities of the NBC Network. Let it thrive with other great shows heard on NBC. The result: a program which for more than fourteen years has been pleasing millions of families, who in its story see a reflection of their own way of life.

NBC

A Service of Radio

*. . . the National Broadcasting Company*

KFOR

In Nebraska's second market, only one radio station makes it a policy to serve that market alone. That's KFOR. People in the Lincoln area know that KFOR is constantly on the job serving them with well-produced local programs that appeal *directly* to them. They know that KFOR keeps them well informed with intelligent news broadcasts and far more special features in the public interest than any other station.

So listeners in the Lincoln area keep their dials set at 1240, KFOR, the station that serves them best. You can sell this loyal audience at very low cost. Contact KFOR or Edward Petry for availabilities in spots and local shows that can do the job for you competently and effectively.

Represented By
EDWARD PETRY CO., INC.

NEBRASKA'S 2nd MARKET
GORDON GRAY, Vice Pres. and General Manager
HARRY PECK, Station Manager
BASIC ABC-1240 KC
LOCAL CHANNEL

# Feature of the Week

MAYBE it's that grin that's helping Mel Vickland through his siege of infantile paralysis. The former announcer of KHJ Los Angeles is recovering, but his legs are still not operating and the illness has temporarily affected his throat muscles.

It was a tough break for the ex-announcer, now a freelance producer, especially as it came at a time when his idea for a new radio show was just getting under way. He was starting production on his *Steeplechase at Ciro's* when he was stricken.

Immediately on learning of his trouble, a group of friends in radio got to work. Ralph Edwards, m.c. of NBC's *Truth or Consequences*, took over production supervision, Stuart Phelps assisting. With Wendell Niles as m.c. and Matty Malneck leading the orchestra, the show was transcribed for audition. Now that audition platter is being pushed in advertising agencies by all Mr. Vickland's radio friends.

*Steeplechase at Ciro's* combines quiz twist with steeplechase type contest in which participants advance around the dance floor with each correct answer.

The Vicklands have three small daughters, Haila, Deidra and Saibra. Mrs. Vickland has just recently gotten out of the hospital where she was confined for some time. Mr. Vickland is being treated at the Orthopaedic Hospital in Los Angeles.

*Mr. and Mrs. Vickland with Haila, Deidra and Saibra.*

All his medical and hospital expenses are being paid for by the National Foundation for Infantile Paralysis, which is supported by the annual March of Dimes drive, to be held this year Jan. 15-30.

# Sellers of Sales

THIRTY-TWO-YEAR old William (Bill) Douglas Byles is one of Canada's most prolific timebuyers as radio director of Spitzer & Mills Ltd., Toronto, successors to Lord & Thomas of Canada. Bill thoroughly believes in radio as a selling medium and his roster of accounts bears out the fact that he hasn't much time to spare.

BILL

Bill not only buys time on Canadian networks and individual stations for his clients, he also supervises the programs, searches for and buys talent, looks after station relations, promotion and market research for broadcasting activities of Spitzer & Mills. Currently he has under his direction five English and two French language live shows for Colgate-Palmolive-Peet, a French show for British-American Oil, a new comedy for RCA-Victor, four English shows and one French for Quaker Oats. With two exceptions these are all live programs on networks. They include such well-known Canadian shows as *Happy Gang, Share the Wealth, Wayne & Shuster Show*, and *Singing Sweethearts*.

Bill began life in Owen Sound, Ont., on Sept. 4, 1914, and at 16 years of age started with *Marketing Magazine*, Toronto, an advertising trade weekly. The next year he joined his first agency, moved to MacLaren Advertising Co., Toronto in 1934, where he was associated with the Imperial Oil Hockey broadcasts, *Alan Young Show*, and the Canadian end of a number of well-known American network shows including Bob Hope.

Bill is well-known in Canadian broadcasting not only as a radio time buyer but also as a thorough market researcher and program builder. Working with a small staff, he writes much of the top commercial copy for the programs he handles.

When he has a little spare time, and Bill says it is little enough, he likes to play a game of golf or go fishing. He married Irene Williams of Toronto and they have one daughter, Carol Ann, who will soon be six years old.

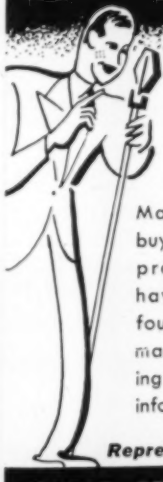
4 markets it pays you to cover

WORK
YORK, PA.

WGAL
LANCASTER, PA.

WRAW
READING, PA.

WKBO
HARRISBURG, PA.



NBC

Market-wise time buyers looking for profitable sales have found these four progressive markets outstanding buys. Write for information.

Represented by
RADIO ADVERTISING COMPANY

# TO THE ADVERTISER

ASSOCIATED PRESS

UNITED PRESS

WAAT NEWS ROOM

OVER 3,000,000 FAMILIES PER WEEK

## who wants AUDIENCE at low cost!

## WAAT offers "The News"

every hour on the hour—24 hours a day for less than 1¢ per family.

## *Another Reason Why...*

WAAT delivers more listeners per dollar in North Jersey—***America's 4th Largest Market****—than any other station, including all 50,000 watters!

Source: Pulse of North Jersey

****Do you realize this market contains over 3½ million people; more than these 14 cities combined: Kansas City, Indianapolis, Rochester, Denver, Atlanta, Toledo, Omaha, Syracuse, Richmond, Hartford, Des Moines, Spokane, Fort Wayne, Dallas.***

# WAAT

970 KC
NEWARK, N. J.

"DOLLAR FOR DOLLAR NEW JERSEY'S BEST RADIO BUY"

# A LITTLE EXTRA EFFORT
# OFTEN GETS A BIG RESULT!

● Yes, we'll readily admit that the *pace* of spot-broadcasting is somewhat more than dizzying, sometimes. We know that it often requires more *work* of both agency and advertiser, and we can readily understand the temptation to switch off to some of the more sedate and (harumph!) dignified media. But, boy, the *dividends* that smart spot-broadcasting pays the advertiser . . . !

And mark our words. As production catches up with demand, and so advertising *effectiveness* becomes more essential, you're going to see more spot-broadcasting than ever before in your life. Then as now, F&P will be in there pitching — putting out extra effort, and getting extra results! Want some of them *now?*

**EXCLUSIVE REPRESENTATIVES:**

| | |
|---|---|
| ALBUQUERQUE | KOB |
| BALTIMORE | WCBM |
| BEAUMONT | KFDM |
| BROWNSVILLE | KVAL |
| BUFFALO | WGR-WKBW |
| CHARLESTON, S. C. | WCSC |
| CINCINNATI | WCKY |
| COLUMBIA, S. C. | WIS |
| CORPUS CHRISTI | KRIS |
| DAVENPORT | WOC |
| DES MOINES | WHO |
| DULUTH-SUPERIOR | WDSM |
| FARGO | WDAY |
| HOUSTON | KXYZ |
| INDIANAPOLIS | WISH |
| KANSAS CITY | KMBC |
| LOUISVILLE | WAVE |
| MINNEAPOLIS-ST. PAUL | WTCN |
| NEW YORK | WMCA |
| OKLAHOMA CITY | KOMA |
| PEORIA-TUSCOLA | WMBD-WDZ |
| RALEIGH | WPTF |
| ROANOKE | WDBJ |
| SAN DIEGO | KSDJ |
| ST. LOUIS | KSD |
| SEATTLE | KIRO |
| SYRACUSE | WFBL |
| TULSA | KTUL |

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# BROADCASTING
## TELECASTING

VOL. 31, NO. 20 WASHINGTON, D. C., NOVEMBER 18, 1946 $5.00 A YEAR—15c A COPY


# Program Service Adequate, Poll Shows

## But Four Out of Five Managers Feel Own Operations Need Improvement

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A MAJORITY of broadcasters feel that the listeners in the areas they serve are receiving adequate program service—but, at the same time, they are not satisfied with the performance of their own stations.

This is the principal conclusion to be drawn from results of BROADCASTING TRENDS' survey of station management opinion on American radio programming.

**Earlier Poll**

The first part of this survey was reported Nov. 4. The poll was conducted by Audience Surveys Inc., New York, for BROADCASTING. The questionnaire, from which results were tabulated, was circulated Oct. 12-19.

In the earlier review, on the first half of the questionnaire, material reported indicated that:

1. Local stations, listeners, CBS and NBC have been most instrumental in stimulating good programming;

2. Agencies and sponsors have done most to retard program development;

3. Stations and networks have the greatest responsibility for program improvement.

Criticism of program service has been varied and prolific during 1946—principally since issuance by the FCC of the *Public Service Responsibility of Broadcast Licensees*—the March 7, 1946 release which is popularly known as the Blue Book.

**Criticism Varied**

This criticism has issued mostly from the pens of marginal intellectual listeners—interested individuals who, although formally equipped by education and experience for intelligent study of the medium, hardly could be said to represent the mass listener.

There was *Radio's Second Chance*, a book by Charles A. Siepmann, presently a New York U. professor and formerly a program director in the BBC. This was followed by numerous magazine articles, among them a critical piece written by Edward Brecher, now a Washington, D. C. licensee but previously a legal department employe of the FCC. Jerome Spingarn, presently employed by Sen. Glen Taylor and himself a former employe of the Commission, has written a critique of the medium.

There was released recently a book entitled *The People Look at Radio*. This was edited by Paul Lazarsfeld of Columbia U.'s School of Applied Social Science. The book was based on results of a survey undertaken by the National Opinion Research Center, U. of Denver, at the request of the NAB. In this latter study, radio fared much better than it had at the hands of the marginal critics.

There have been studied, then, the tastes of the masses and, if one may consider them such, the tastes of the classes. That there should be a conflict between the two, no one would gainsay. But who must resolve this conflict and attempt, by whatever devices at his command, to please all? The manager of the radio station, of course, and those who program the networks.

BROADCASTING TRENDS, therefore, in an effort to round out the picture, has asked the manager to evaluate the virtues and define the defects by his own lights.

A panel of radio station managers including a cross-section of all U. S. commercial AM stations in operation Sept. 1, 1946, controlled for proper balance by city size, network affiliation, base hour rate and geographical area, was polled by Audience Surveys Inc.

**Program Values**

The questionnaire to which station managers were asked to respond contained, in addition to material already reported [BROADCASTING, Nov. 4] a series of questions intended to elicit from managers their viewpoints on the value of present radio program performance and their definitions of the areas in which improvement could be effected.

Panel members were asked:

*"In your opinion, are listeners receiving an adequate and well-rounded program service from the stations here in your area?"*

The replies as tabulated:

| | |
|---|---|
| Yes | 79.3% |
| No | 19.5% |
| Don't Know & No Answer | 1.2% |
| | 100.0% |

Since a minority felt that programming was inadequate, it follows that few criticisms of the combined service in the area were offered. They ranged, in order of frequency:

"Too few programs of local interest"

"Too many soap operas"

"Too much network"

"Too few good musical programs"

"Too many mystery programs"

**COMMENT: The fact that four out of five station managers believe that radio service in their areas is adequate probably accounts for the rising tide of criticism against the FCC for "wholesale licensing." It should be noted that in communities of less than 10,000—normally one-station areas—only 59% considered service adequate. Where there exist two or more stations, however, the percentage considering service adequate is much higher—indicating a conviction that competition, within the economic limits permitted by market size, is beneficial to the listener.**

In order to narrow the problem down to the panel member's own

(Continued on page 98)

**THIS IS the second section of BROADCASTING TRENDS' poll of station management on program problems. First section was reported Nov. 4. In the following, the findings were tabulated by Audience Surveys Inc., New York. Comment on the poll by the editors of BROADCASTING is in bold face type.**

# Southern Democrats to Join GOP in FCC Investigation

By BILL BAILEY

SEVERAL SOUTHERN Democrats who long ago broke with the New Deal last week pledged their support to Republicans who promised a "thorough investigation" of the FCC, it was learned on reliable authority on Capitol Hill.

Although they asked that their identity not be disclosed at the moment, the Democrats were preparing to turn over to the Republican committee designated in the new Congress to probe the Commission, "documentary evidence that this Commission has not only bowed to pressure from some groups but has favored the left-wing elements" said one high-ranking Democrat.

Reports were circulated in Washington last week that there would be no FCC investigation in view of acting Chairman Charles R. Denny's bid for "cooperation" with the industry, but Congressmen high in Republican circles said one of the first tasks of the new Congress will be a thorough probe—not a "witch-hunt but one on a sound legislative basis"—looking towards remedial radio legislation.

Meanwhile with their sights aimed at rigid economy in Government, the victorious Republicans fired the opening salvo in their pledged campaign to cut various Government bureaus to the bone and reduce personal taxes by 20%.

**Subcommittees Named**

Meeting in Washington Thursday, the Senate and House Republican Steering Committee named subcommittees to investigate various phases of Government. These committees will report to the new standing committees of Congress when they are named after the 80th Congress opens Jan. 3.

Rep. Joseph W. Martin Jr. of Massachusetts, House Minority Leader who is slated to become Speaker next January, announced that the House Republicans will effect "substantial savings" in appropriations for all agencies (pre-

(Continued on page 96)

# Percy L. Deutsch Leaves World Post

**Founder of Transcription Service Resigns Nov. 15**

Mr. DEUTSCH

PERCY L. DEUTSCH, founder (in 1929) of World Broadcasting System, last week retired as president and director of the transcription service. His resignation was effective Nov. 15. No successor has been named.

No reason for his resignation was announced by either Mr. Deutsch or his executives of Decca Records Inc., of which World has been a subsidiary since July 1943.

World, one of the first to enter radio syndication, was a veritable transcription empire, producing and distributing transcriptions, maintaining an extensive library service, and acting as a representative for radio stations. It dropped station representation, however, and since its acquisition by Decca has emphasized the recording side.

It was thought possible that Decca's slow, but apparently steady, absorption of World's properties and identity may have encouraged Mr. Deutsch to quit.

Mr. Deutsch described his resignation as simply an "amicable cancellation of contract." His contract as president and operating head of World was drawn at the time that Decca acquired all of World's outstanding stock and, at the time of its cancellation last week, still had a year and 10 months to run.

He denied reports that his departure from the company which he organized 17 years ago was dictated by differences between him and the Decca management. "That doesn't mean the same thing as differences in ideas," he said.

Mr. Deutsch has not announced his future plans, but he admitted that they would probably be associated in some way with the kind of business with which he has been so prominently connected in the past 17 years.

# Crosby Rating Is Up Again; Philco Satisfied With Sales

HOOPERATING of Bing Crosby's transcribed program for Philco Corp. on ABC began climbing again last week after skidding from a 23 on the first show to 12.2 a fortnight ago. The crooner earned a 15.8 rating Nov. 13.

Accelerated promotion and advertising of the Crosby show were believed at least partly responsible for the crooner's rise in rating. Philco Corp. distributors are spending more than $200,000 on newspaper and magazine advertising to boost the program.

ABC has been sending promotional material to its affiliates which pay the costs of placing it themselves. The network also has been advertising the program in its system cues which have been changed from "This is ABC, the American Broadcasting Company" to "Bing is back on ABC, the American Broadcasting Company."

Plummeting of Crosby's rating to 12.2 reportedly had aroused alarms that the first major experiment in transcribed network shows had been a fizzle.

James H. Carmine, Philco Corp. vice president in charge of merchandising, was in Hollywood last week conferring with Mr. Crosby and the production staff. It was understood that some changes in the show's format may be under consideration, but that the show would remain transcribed.

Meanwhile, Mr. Carmine voiced sales satisfaction with the Crosby transcribed series. He said "public response to the new Crosby program has exceeded our highest expectations."

Avoiding any direct reference to the 12.2 Hooper rating [BROADCASTING, Nov. 11], Mr. Carmine reported that "the Philco radio-phonograph models advertised on the four programs to date have been completely sold out early each morning following broadcast."

Mr. Carmine also commented on the program's expansion. He said it is "already being heard over more stations than any other major network show," and added that coverage would be extended to Latin America and other parts of the world.

A recent survey conducted by some Philco Corp. dealers disclosed that 82% of the respondents did not understand the meaning of a "transcribed" show.

Mr. Crosby's share of the audience on his program last Wednesday night was 41.6. Sets in use were 38.

The Henry Morgan program for Eversharp Schick injector razors, which follows the crooner on ABC, also improved its rating. Last week Mr. Morgan earned an 8.2, the week before a 7.5. Mr. Morgan's share of the audience was 27.4, while sets in use were 29.9.

## United Buys World Recording Division

THE UNITED BROADCASTING Co. Chicago, transcription and recording firm, this week announced the purchase of World Broadcasting Company's Chicago Recording Studios at an undisclosed figure. William L. Klein, chief producer and principal owner of United, together with Egmont Sonderling, business manager, said the purchase of World's recording studios would open the way to increased production for independent producers and agencies. United currently records Bob Elson on *The 20th Century* and on the *American Air Flagship* (Kranks Shave Cream); *Wesley Radio League* and *Here Comes Harmon* and will record shows previously contracted by World, including *Dr. Crane, Lutheran Hour, Back to God, Victorious Living* and *Judy and Jane.*

Decision to dispose of its recording division was reached following a meeting of parent company (Decca) executives with Wm. C. Hutchings, Chicago manager of World. Transcription company will function in future as sales organization with library service transcribed in its New York office. On Monday, Mr. Hutchings suffered a heart attack and is now a patient in Chicago's Presbyterian hospital.

## Beefs on Bing

ABC's use of a new system cue: "Bing is back on ABC, the American Broadcasting Company" last week was understood to have drawn objections from some network sponsors who felt that by comparison with the warm welcome which ABC was according Philco Corp. and its Bing Crosby, they were getting a cold shoulder. Their shows, too, they were said to have argued, were entitled to some of the heavy promotion that ABC has been concentrating on Mr. Crosby.

# NBC Disc Policy To Stand—Mullen

NBC IS "unalterably opposed" to using the recorded system of presenting headline shows, according to Frank Mullen, vice president and general manager of NBC, when he arrived in San Francisco last week on his swing around the network's stations.

"If the big shows of radio were all recorded and offered in the Bing Crosby manner," Mr. Mullen said, "the nation would lose network broadcasting. It would be impossible to keep the continent linked as now with facilities for live broadcasts if the big shows were shipped around on platters."

"And without networks, what would be the result? No Presidential addresses, no exchange of communication between coasts as now. A speech by President Truman on some hot question of the day would find few hearers if they heard it on a platter weeks after the President recorded it."

NBC's policy has found full echo in the decisions of such artists as Jack Benny, Eddie Cantor, Fred Allen and other big names of radio show business, Mr. Mullen pointed out. Comedians declare they prefer the live broadcasts to a recorded job which necessarily has to be done days or even weeks in advance of the presentation. Comedy, Mr. Mullen said, depends greatly upon effectiveness for its topical value.

"Nothing is deader than a joke about last week's big news event," Mr. Mullen said.

Drawn for BROADCASTING by Sid Hix

*"The FCC says we've got to get off WOOF's wave length!"*

# Porter Shows Interest in BMI Post

## Conferences Are Held With Miller and Hedges

CONVERSATIONS looking toward assumption of the presidency of Broadcast Music Inc. by Paul A. Porter got under way last week with strong prospects that the OPA Administrator would assume that post upon completion of his governmental activities.

Mr. Porter and Justin Miller, NAB president and incumbent president of BMI, conferred last Tuesday at lunch in Washington. While no formal comment was forthcoming, it was learned authoritatively that Mr. Porter evinced an interest and that the conversations would be resumed. As NAB president, Judge Miller has automatically held the BMI presidency but would relinquish the post upon the selection of a new fulltime active executive head.

Mr. Porter, who is expected to wind up his direction of OPA before the end of the year, has been slated to return to the FCC chairmanship. His commissionership, from which he resigned at the President's behest last February, has never been filled. President Truman on several occasions has indicated that the post was being kept open for the OPA Administrator.

### Sees Hedges

In New York last Wednesday, Mr. Porter conferred informally with William S. Hedges, NBC vice president in charge of planning and development, a member of the BMI board and chairman of its committee to select a fulltime president. Further informal discussions are planned, with prospects of final determination before November ends. The post, it is understood, might pay up to $50,000 a year.

Both the NAB and BMI boards agreed in substance last month that it was desirable to retain a fulltime president of BMI in view of expiration of existing contracts with broadcasters and other users in 1948. Moreover, contracts of ASCAP with broadcast stations and networks expire Dec. 31, 1948, and have a direct bearing on use of BMI's repertoire by radio.

An added factor is the desirability of building up BMI's position in the popular music field so it can compete more effectively with ASCAP. BMI has shown substantial development since its creation in 1939 as radio's answer to ASCAP's purportedly untenable demands, particularly in the standard, classical and Latin music fields. It is felt that with more aggressive exploitation and management, it could become a more profitable enterprise.

The BMI committee has held several meetings but it is understood that while other names have been advanced, there is virtual unanimity on the desirability of retaining a man of Mr. Porter's outstanding ability and background.

Mr. Porter is expected to meet again with Judge Miller, Mr. Hedges, Sidney M. Kaye, vice president and general counsel of BMI and largely responsible for its founding organization, on Nov. 25 in New York. Members of the BMI board as well as of the Hedges committee are expected to participate. Prospects are that an agreement may be reached at that time.

It is known that Mr. Porter is desirous of taking a month's rest —which would be his first extended leave since assuming wartime government office in 1942—before undertaking his new work irrespective of whether it will continue in government or in private industry.

# AFRA and Nets Ready to Resume Talks

## Strike Notice Is Filed With Labor Dept. By Union

BEARING an authorization from the AFRA membership to call a strike if deemed necessary to gain their demands, officials of the radio talent union were scheduled today (Nov. 18) to reenter negotiations with representatives of the major networks in New York.

Meanwhile it was learned that AFRA had filed with the Dept. of Labor a 30-day strike notification on Oct. 23, 16 days before the membership voted to authorize the strike during a special meeting Nov. 8.

The union filed notice under provisions of the Smith-Connally Act, although some observers doubted that the Act, primarily designed to govern labor actions within war industries, applied to the radio union. It was understood AFRA had decided to file under the terms of the Act as a security measure if it were held applicable.

AFRA's strike notification expires Nov. 24. According to provisions of the Act that is the extent of the "cooling off" period and the union may strike after that date.

### 'Unfair Stations Clause'

The issue involved in the negotiation stalemate for the past two weeks is the "unfair stations clause." AFRA has demanded that the networks withhold service from stations which refuse to negotiate with the artists union. The networks referred to the clause as a "secondary boycott" pointing out that if they should refuse to feed a show to their affiliates, they would be violating their contracts with them. So far the networks have refused to agree with AFRA on the clause.

The network representatives will meet this morning to plan strategy prior to their meeting with AFRA at 2:30 p. m.

Other radio unions were meanwhile marshalling forces to decide their position should AFRA call a strike. The Radio Directors Guild will hold a membership meeting tonight and will no doubt take a vote on the situation. A Radio Writers Guild official said "the union is in great sympathy with the AFRA struggle but the guild has not yet adopted an official position should AFRA members strike."

Since AFRA is a branch of the Associated Actors & Artists of America (AFL) its fellow unions such as Actors Equity Assn., Screen Actors Guild and American Guild of Variety Artists, have notified its members not to take the place of AFRA members on broadcasts if the strike is called.

Equity Actors Council met last Tuesday and voted also to give AFRA full financial as well as moral support. Thus it is evident that besides full financial support the artist union would have the moral support of stage and movie entertainers.

AFRA negotiations with the transcription companies, suspended shortly after the interruption in network negotiations, are scheduled to be reopened sometime after the network meeting. AFRA members continue to work on the networks and on transcriptions under the provisions of the old contract which expired on Oct. 31.

Commissioner of Labor J. R. Mandelbaum has been appointed by the U. S. Conciliation Service to try to mediate the differences should negotiations bog down.

In Chicago Ray Jones, executive secretary of the local and national assistant executive secretary, said the strike clause is not being used as a club over broadcasters, and denied that AFRA members had demanded that networks refuse shows to non-AFRA stations.

"It seems obvious that no union member, whether AFRA or not, would accept work that would force other members to lose their bargaining rights with management," he said. AFRA has been fair and willing to negotiate in all previous contracts, he added, but suggested broadcasters felt they were entitled to privileges not enjoyed by any other employer. The open dislike of a few for unions in any form have spoiled the harmony between AFRA and broadcasters as a whole, he said.

Chicago AFRA members pledged over $6,000 to a strike at their meeting. The local is one of the largest in the union with 630 members. Besides endorsing the national board's demands for a strike clause in new contracts they approved a 35% pay increase, two weeks' vacation with pay for members employed 52 weeks a year, and other working conditions.

High-salaried members such as

*(Continued on page 99)*

# ATHEIST GRANTED RADIO TIME

## R. H. Scott Wins Fight With San Francisco Stations After FCC Steps In

ROBERT HAROLD SCOTT, Palo Alto, Calif., retired World War I pensioner, has won his fight to carry his message of atheism to radio listeners. He was scheduled to go on the air Sunday, Nov. 17, over KQW San Francisco.

It took five years and an appeal to the FCC for Mr. Scott to win the argument with San Francisco stations. Repeatedly the stations had refused air time to the atheist preacher, whose efforts made no impression on the broadcasters until the FCC stepped in. Its judgment was in effect that since established religions are allowed radio time atheists also should have some.

Mr. Scott had asked FCC to revoke the licenses of KQW, KPO and KFRC unless they gave or sold him time. FCC denied his petition July 19 on the grounds that it was unfair to penalize only three of the country's hundreds of stations, but in a discussion of the subject said "freedom of speech must be extended as readily to ideas which we disapprove or abhor as to ideas which we approve."

In filing its original reply to Mr. Scott's petition KQW declared: ". . . If a public controversial question was tendered it was not of sufficient public moment and did not present a question so uppermost or important in the minds of the public to justify its broadcast in the public interest with subsequent replacement of an existing program."

KQW released its regularly scheduled Salt Lake City Tabernacle program and replaced it with Mr. Scott's talk, carried without cost. The station committed itself to broadcast the talk to determine whether there is sufficient interest in atheism to justify time being devoted to future broadcasts on the subject. It said its future course in scheduling atheistic broadcasts will be guided by public reaction to the program.

# Million-Dollar NAB Is in Prospect

## Operation More Than Doubled In Year

DEVELOPMENT of a trade association geared to service all the facets of the fastest-growing and fastest-changing industry in the nation's economy will require a million dollar NAB, possibly within the next two or three years.

Having completed the first steps in its postwar renaissance, NAB already is looking forward to the day when the broadcasting industry will be providing the public with complete AM and FM aural service, as well as nationwide television and facsimile programming.

As now set up, the industry's trade association has more than doubled its operation in the year since Justin Miller and A. D. Willard Jr. became president and executive vice president respectively. They assumed the NAB helm just as broadcasting started to resume its war-arrested expansion.

### TV, Facsimile Next

Yet this enlarged NAB is not organized to provide a complete service to the potential FM, television and facsimile industry segments whose entry into the economic life of the nation was delayed by World War II. Technical progress of these segments was speeded in many ways, of course, by the intensified wartime research in electronics but they now stand as infants in the overall broadcasting industry.

Right now NAB is operating on a budget of something over $600,000. Its 14-month statement for the period July 1, 1945 to Aug. 31, 1946, showed an income of $691,966. Within a year the NAB annual net income is expected to reach $750,000.

The service that must be provided an industry in which established units are expanding and new units are entering by the hundreds and even thousands is apparent from an examination of the industry's actual operating entities at the moment, and a glance into what the future will bring.

At present NAB has 941 active station and three network members, with associates bringing the overall total to 1179. Breakdown of the membership at the time of the Chicago convention showed 822 of 1343 standard broadcast stations (including 335 CPs) belonging to NAB, along with 35 FM, two television and three network members. At that time the membership totaled 1079.

However, there now are 1100 AM stations licensed by the FCC, with approximately 300 CPs and over 600 pending applications. About 100 FM stations are in operation with well over 500 authorized and 300 applications pending.

Add to this 35 television applications and hundreds of potential facsimile stations, and a crystal-ball glimpse at the broadcasting industry by the end of the decade provides a staggering picture.

Three factors are expected to boost NAB's income into the $750,000 bracket by the end of 1947 or early in 1948. First, an increase in station dues is favored by the NAB Finance Committee. Second, as station and network incomes increase, their dues automatically increase because these dues are based on a sliding scale. This scale, incidentally, has some loopholes which will be considered by the NAB board when the matter of increased dues is discussed at the January meeting in San Francisco. This should bring another boost in income. Third, new members have been joining in droves.

### Will Pay More Dues

Last Oct. 1 NAB had 190 members in the Class A or $5 a month minimum category, covering incomes from zero to $15,000. Within a year large numbers of these stations will be going concerns with annual incomes in the Class B ($15,001-$36,000) and Class C ($36,001-$60,000) brackets. Class B members pay $10 per month, Class C $15. The scale rises to $400 per month for million dollar stations and $3,000 for networks with annual income above $20,000,000.

Among the new enterprises coming into the industry are hundreds sorely in need of professional advice, organized informational facilities and day-to-day trade association service. No association could act as engineer, lawyer and wet-nurse to the eager and untrained hundreds who gather together a group of financial pledges and take a train to Washington to pick up a license at the FCC, a building permit at the CPA and a set of equipment on the way home. But NAB is acquainting these embryo entrepreneurs with the facts of electronic existence and guiding them along sound business lines.

This is only one phase of NAB activity but it is a phase that has ballooned since the war. Several new departments have been organized within the year and others are in the works.

With merging of FM Broadcasters Inc. into NAB a year ago an FM Dept. was added. Robert T. Bartley, director of government relations, also was placed in charge of the new department. Since FM was a young industry a small department was able to provide basic service.

### More Work to Do

As the FM segment of the industry grows, greatly increased work will be expected of the department. And so long as FM stations operate a separate promotional organization, NAB will be impelled to provide service because of the threat of a separate FM trade association.

An important unit in NAB is the Employe-Employer Relations Dept. formed a year ago. This department has jumped into the unsettled labor picture with both feet

*(Continued on page 101)*

# Studebaker Lauds Radio Advances

## Statements Are Keynote For Celebration Of Radio Week

OBSERVANCE of Thanksgiving Day during National Radio Week, Nov. 24-30, provides appropriate opportunity for the nation to give thanks for its system of free broadcasting operated by democratic processes, Dr. John W. Studebaker, U. S. Commissioner of Education, declares in two statements inviting participation in the 26th anniversary of broadcasting.

Dr. Studebaker

Dr. Studebaker's statements are to be made to NAB and Radio Manufacturers Assn. as the two associations wind up plans for nationwide activities involving networks, stations, distributors and dealers as well as other trade associations.

### Praises Programs

He found cause for thanks in the system of free radio that provides access to all reasonable opinions and fine program services. He lauded NAB for its role in improving programming and paid tribute to the beneficial effects on the educational system.

The Commissioner's letter to RMA found cause for thanks in the contributions of such inventors as Edison, DeForest and Armstrong, along with the industrial and commercial genius that brought receivers into nearly every home.

He emphasized the benefits of cooperation between the manufacturing industry and educators that resulted in development last summer of standards for educational electronic equipment, referring to it as the beginning of a new era in producer-consumer relationship.

PRETTY POSTERS and pretty girl, and vice versa, put in a plug for National Radio Week, Nov. 24-30. Posters were the work of W. B. McGill, Westinghouse Radio Stations' advertising director. They have been distributed to stations and 30,000 radio dealers. The girl —well, she's Elaine Gerhart, of the KYW Philadelphia program department. She competed in Greater Miss Philadelphia contest last year.

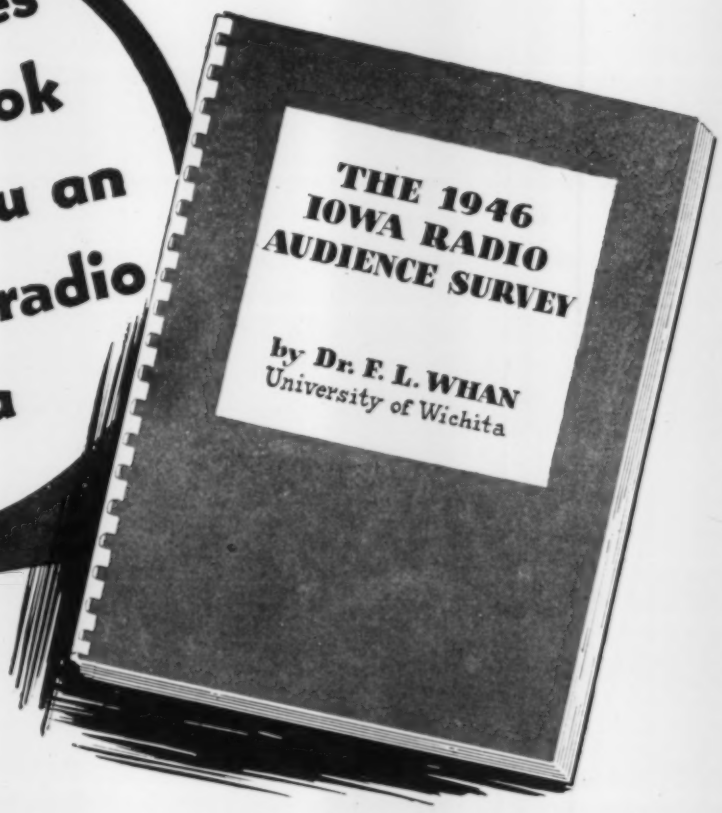
The nationwide celebration of National Radio Week will find 30,000 dealers working hand-in-hand with stations and networks in making the public radio conscious. NAB and RMA have mailed packets of promotional material to their members.

In a letter addressed to all station managers NAB President Justin Miller voiced the hope they would assign their best minds to the task of devising "a comprehensive, all-out weeklong celebration."

"You and your associates will be able to do this better, in consideration of local factors, than anyone in Washington could do it for you," he wrote. "However, in order to assist busy station people NAB and RMA have prepared a kit of suggestive promotional materials.

"I hope you will announce National Radio Week every day and as many times a day as you can, over your station, from Nov. 24 through the 30th. And if you can place members of your staff as speakers at luncheons of service clubs, and at meetings of other organizations, during the week, so much the better. Everything you can do to promote this celebration will help your station and the whole indusry. Last year some of the station owners and managers got the Governors of their respective States and the mayors of their respective cities to issue proclamations in connection with National Radio Week."

# A few minutes with this book can make you an EXPERT on radio in Iowa




WOULD you like to know Iowa listening habits so well that you could tell—*instantly*—what stations are preferred in each *county* as well as in the State as a whole?

Would you like to know what percentages of Iowa people prefer each station heard in Iowa? How many hours are spent with "listened-to-most" stations as compared with "heard-regularly" stations? Would you like to know what stations are preferred for Newscasts, for Farm Programs? The facts comparing preferences for radio, versus newspapers? The Iowa public's attitude toward the length and placement of commercials?

These and *many* other vital facts are fully covered in the 1946 Iowa Radio Audience Survey, by Dr. F. L. Whan of the University of Wichita. This invaluable work is based on interviews representing one of every 80 radio homes in Iowa. It is a MUST for every executive interested in Iowa advertising and merchandising.

*A copy is yours for the asking.* Use the coupon *today*, or ask Free & Peters.

**+ WHO for IOWA Plus! +**

**DES MOINES . . . 50,000 WATTS**

**B. J. Palmer, President**

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**Free & Peters, Inc., National Representatives**

## THE 1946 IOWA RADIO AUDIENCE SURVEY COVERS:

Station Preferences in Iowa
News Preferences
Farm Program Preferences
Newspapers vs. Radio for News
Listening Hours
Public Attitude Toward Commercials
Program Preferences
Preferred Program Material

• • •

This amazing Study contains dozens of maps and charts—breakdowns by age, sex, place of residence—comparisons of trends over the past five years. It will probably be the most valuable book in your file. Write for your copy NOW!

Station WHO
914 Walnut Street
Des Moines 7, Iowa

Gentlemen: Please send me, without obligation, my FREE copy of the 1946 Iowa Radio Audience Survey.

Name _____

Company _____

Street _____

City _____ State _____

# Networks Await Moscow Ban Ruling

## NBC Says Reds' Denial Of Facilities State Dept. Problem

NO FURTHER clarification had come last week from Moscow concerning the underlying factors behind the Russian Government's decision on Oct. 7 to suspend all broadcasts to the U. S. by American network correspondents [BROADCASTING, Nov. 11].

Meanwhile ABC Vice President Robert E. Kintner, who cabled the American Ambassador to Moscow, Lt. Gen. Walter Bedell Smith, was notified by the State Dept. that his cable had been received by the American embassy in Moscow and is awaiting the return of General Smith who is in Berlin temporarily.

A CBS executive said that no answer has been received from Vice President Edward R. Murrow's Nov. 8 cablegram to Premier Josef Stalin protesting the withdrawal of Soviet broadcasting facilities from American network commentators stationed in Moscow.

It was reported that CBS Correspondent Richard C. Hottelet is still standing by in the Russian capital awaiting further orders from the network pending a hoped-for reversal of the government's decision. Meanwhile, an attempt by Larry Lesueur, CBS newsman formerly located in Moscow, to inquire of Soviet Foreign Minister Vyacheslav Molotov on the reasons for the Russian broadcast order was described by a network official as "unsuccessful."

### Moorad Book Discussed

There was speculation in the New York press last week that publication of CBS ex-Moscow Commentator George Moorad's *Behind the Iron Curtain* might have caused the Soviet clamp-down on broadcast activities since the Americans were first denied use of Russian shortwave facilities only 48 hours after publication of the book. However, a prominent CBS official denied that the book, an account of the problems Mr. Moorad encountered in Moscow during 1944-45, could have been the cause of the Russian action.

William F. Brooks, NBC vice president in charge of news and special events, gave the background of the broadcasting conditions existing in Soviet Russia today when he issued a statement last Thursday.

### NBC Statement

"On Oct. 8," said Mr. Brooks, "we received a message from Robert Magidoff, our Moscow reporter, saying that he had been informed he would be unable to broadcast 'for a long time' because re-arrangements of Russian winter broadcasts left no time on facilities for us. He said he was contacting the press department of the Ministry of Foreign Affairs to whom all correspondents are accredited.

"On Oct. 10 Magidoff said the press department officials confirmed that radio correspondents were properly accredited and had the right to broadcast. He then contacted Radio Centre, Moscow, and was told that it was revamping its schedules. The director promised to inform U. S. correspondents whether Radio Centre would be able to give us time under the new schedules.

"On Oct. 17 the director of International Lines, Russian Ministry of Communications, told the correspondents they were welcome to use radio telephone for broadcasts, but messages from the correspondents to their home offices apparently were held up, and no calls came through. On that same day the American radio men wrote a letter to ranking Foreign Office official M. Dekanozov, asking for an appointment.

### Message Nov. 4

"The last message we received was on Nov. 4 saying that M. Dekanozov was ill and that representatives of American radio had been unable to see him as yet."

Mr. Brooks said that NBC had made no direct protests to Premier Stalin because "we believe that to be a matter for the State Department to handle with the head of a foreign government. We have received no word as to any permanent discontinuance of facilities. We trust the present confusion will be cleared swiftly."

State Dept. officials in Washington said the U. S. embassy in Moscow was "following developments closely."

**RUSSIA is still silent on the Soviet order suspending broadcasts to the U. S. by network correspondents. CBS Vice President Murrow's cablegram to Premier Stalin is unanswered; ABC Vice President Kintner is awaiting the return to Moscow of American Ambassador Smith, now in Berlin; Moscow correspondents' attempts to straighten out the situation are so far unsuccessful. There is some speculation that CBS Commentator George Moorad's book "Behind the Iron Curtain" has caused the broadcast embargo, but many believe that Moscow's reasons are more deeply rooted.**

# Industry Spokesmen to Study Plans for NARBA Conference

AN INFORMAL engineering meeting of industry representatives to discuss recommendations for the third North American Regional Broadcasting Conference will be held in Room 6121 Post Office Bldg. (FCC) Washington, at 10 a.m. Tuesday (Nov. 9).

George P. Adair, Commission chief engineer, will preside. He has invited all interested industry representatives to attend. Plans are to continue the conference through Nov. 22 and later if necessary.

Meanwhile State Dept. announced last week that dates of the preparatory conferences agreed upon in the NARBA Interim Agreement have been extended generally for 90 days, with the Third NARBA conference now tentatively set for Jan. 2, 1948, instead of Sept. 15, 1947, as originally planned.

### Depends on Hearings

At the FCC's request, State Dept. advised signatory nations to NARBA and the Interim Agreement that the U. S. proposals were dependent in a large measure on outcome of clear channel hearings, still unfinished. This country suggested that all dates involving the next NARBA be postponed for 90 days each. When other countries agreed the dates were changed.

Canada, selected as the host country for the next NARBA Conference, advised the U. S., however, that the meeting might well be postponed beyond Jan. 2, 1948, inasmuch as severe winter weather will have set in by that date. There is a possibility that to assure sufficient time for ratification before NARBA expires March 29, 1949, the conference might be held in one of the warmer countries, such as the Bahamas or Mexico, it was learned.

At this week's engineering conference standards of allocation to minimize interference between the various countries concerned will be one of the discussion topics, Mr. Adair said. Suggestions and ideas from industry representatives will be considered in the preparation of recommendations which the U. S. will submit.

Following are the revised portions of the NARBA Interim Agreement, based on the new dates:

ARTICLE XIII: In order to conclude a new North American Regional Broadcasting Agreement at the earliest possible date, the signatory government will

(A) Commence immediately the necessary studies for the conclusion of such an agreement.

(B) Exchange views following their respective studies. For this purpose each government shall, on or before Jan. 2, 1947, submit to the Inter-American Radio Office, 12 copies of its conclusions together with supporting data.

(C) Hold a meeting of their technicians in Habana, Cuba, on or about April 1, 1947, preparatory to the Third North American Regional Broadcasting Conference, who shall examine the technical aspects of the documents communicated by the interested governments. A joint report of their findings, views and recommendations shall be circulated to the governments by the Inter-American Radio Office not later than June 1, 1947.

(D) Communicate to the other governments through the Inter-American Radio Office, before Sept. 1, 1947, after consideration of this joint report, their proposals for the Third North American Regional Broadcasting Conference.

ARTICLE XIV: The preparation and circulation of the agenda for the Third North American Regional Broadcasting Conference not later than Nov. 1, 1947, shall be the responsibility of the Inter-American Radio Office.

ARTICLE XV: The Government of Canada shall be in charge of the organization and convocation of the Third North American Regional Broadcasting Conference, which shall be held in Canada on or about Jan. 2, 1948.

# Moscow Shortwave Proposal Would Clip Amateur Channels

EXPANSION of the high-frequency (international shortwave) band by taking spectrum space from amateurs was proposed by the U. S. S. R., Great Britain and France at the Moscow five-man Telecommunications Conference Sept. 28-Oct. 21 [BROADCASTING, Nov. 4], it was learned last week as delegates returned.

Proposed addition of shortwave frequencies would provide more channels for propaganda broadcasts by the various nations involved. Although State Dept. officials declined comment, it was reliably reported that the U. S. and China opposed the expansion proposal.

### UN Plan Discussed

They were understood to have felt that the international shortwave problem can be solved only by operation of all shortwave stations by the United Nations Organization. Formally there was no comment, but unofficially it was reported that such a plan may be presented when the first worldwide international shortwave conference is held in conjunction with the next World Telecommunications Conference.

It was pointed out that under UNO guidance all nations would be permitted to broadcast specific hours, but the news would be uncolored, straight, factual reporting of developments in the world peace movement.

All problems are expected to be ironed out in 1947 at the first worldwide high-frequency conference to be called [BROADCASTING, Nov. 4].

Capt. Paul D. Miles, chief of the FCC Frequency Allocation Section, headed a subcommittee which discussed overall allocations. It was reported that while there was some disagreement among the various nations, on general allocations they were in accord. The U. S. S. R., United Kingdom and France pushed for expansion of the broadcast band (chiefly shortwave) be-

(*Continued on page 92*)

# Radio sales success story

On April 21, a local jeweler ran a newspaper ad on automatic lighters. In the following ten selling days, he sold 44% of his stock. On May 2, this jeweler used his nighttime show on WLEE to advertise the same lighters. In the following three selling days, based on that one plug on WLEE, the balance of the stock was sold out. When you want sales in Richmond . . . stick to WLEE!

# W-L-E-E

***Mutual . . . in Richmond***

**TOM TINSLEY, Director** **IRVIN G. ABELOFF, Gen. Mgr.** ***Represented by Headley-Reed***

# Are We Being Over-Anxious About BMB?

## Value to Industry To Be Decided By Tests

By EDGAR KOBAK
President, MBS

I THINK we ought to be careful not to lose our sense of proportion while we are looking at the first reports coming out from BMB. There have been numerous criticisms but so far I notice that none have come from the ultimate users of the material—the advertisers and the advertising agencies. Undoubtedly, this is because the material has not yet reached most of the users, although it is already in the hands of a great many radio stations and networks. But I also notice that there has been no criticism so far from recognized research experts, and I strongly suspect this is partly due to the fact that these people know that you have to study figures like this before you sound off in any way about them.

It seems to me that most of the criticism so far has been off-the-shoulder remarks and ideas based upon a relatively slight acquaintance with the material or at best a very cursory examination of it. They are criticisms of impression rather than of study.

Mr. KOBAK

**Too Soon to Jump**

In saying this I do not mean in any sense to brush away the criticisms which have been made but merely to point out that it is a little too soon to jump at conclusions and all of us ought to take stock a little more carefully before saying anything one way or another in a positive or negative way which might do more harm than good.

Naturally, everybody is quite anxious about how they come out in the BMB results. All stations and networks are naturally keen to be sure that they are not put in a bad light by these figures—they have great hopes that the BMB will become established as an industry standard and nobody wants to be put on the spot—especially if he's not quite sure what the BMB figures mean and not quite sure how they will be received by his customers and by his competitors.

Perhaps all of us have had a little too much anxiety in our hearts about the BMB figures. Maybe we have the jitters and maybe we are overlooking the fact that the ultimate judgment of the value of BMB will be in the hands of the users rather than of the radio stations and networks.

In this regard, I think it is significant that from the beginning BMB has seen to it that all of its actions have been directed by a three-part group, with important representation from both the buyers and the agencies as well as from the broadcasters.

Looking over the roster of those who have been active in BMB affairs, it is very clear that every effort has been made from the first to get people of reputation, of standing, people of knowledge and background in the subject of the measurement of radio "coverage," "circulation," "audience," or whatever you choose to call it. They are people who have looked at this for many years past from both sides of the desk as buyers and as sellers. They include people who are both researchers and management executives. They include representatives of independent stations as well as of networks.

Does it seem likely that the results of this three-way effort can be as lacking in validity as some of the critics seem to feel?

I have kept my ears open for comments from the experts, and up to now, all I have noted have been constructive ones rather than critical. They are interested in the BMB findings, and (what is more) they are interested in their application and development.

Our own engineers have made some interesting comparisons between their studies of "signal strength to noise level" and the BMB findings. Summarizing this work so far, they report: "Up to now, while still in the preliminary stages, our studies of the daytime BMB figures compared with daytime service area maps have shown a remarkable degree of correlation. In every case so far studied, the daytime BMB's make sense when compared with contemporary engineering—after proper allowance is made for known influencing factors such as competing stations, strong regional interests or peculiarities, etc. These studies further confirm the wisdom of establishing 10% as the minimum for consideration in BMB audience measurements."

**CRITICISM of BMB methods, surprisingly withheld at October's NAB Convention in Chicago, nevertheless is a strong feeling with certain industry factions. Here, Mr. Kobak reminds that sponsors, agencies and recognized research experts are refraining from premature judgment until the actual application of the findings prove their worthiness.**

To put it another way, in the areas where BMB reports 10% (or better) once-a-week daytime listening, engineering calculations show a "signal" good enough to reach people to the extent shown. Conversely, where BMB shows *less* than 10% daytime listening, even where there may be sufficient signal strength, it is easy to see reasons for this lack of listening—stations they can hear better or whose programs are better suited to local tastes and interests.

**"Levels of Coverage"**

I notice that some people have talked about establishing "levels of coverage," and would remind everybody that BMB actually offers 90 levels of coverage, since BMB reports measurements of listening families (on a once-a-week basis) in each county by percentages ranging from 10 to 100. The superimposition of broad levels of primary, secondary, or tertiary coverage—if it is to be done at all—should be undertaken only after very careful study. Certainly, such graduations do not add anything whatever to the validity of the BMB figures. They simply apply what must at first be an arbitrary pattern or yardstick.

Who knows whether 50% coverage according to BMB statistics is the right level to establish as primary? Perhaps it is—and undoubtedly there will be many to offer reasons why it should be accepted as the standard—but I think we should take time to make sure. And, anyway, can somebody tell me exactly what "primary" means?

When BMB was in its formative stage, over a year ago, it was decided with the agreement of all parties concerned — advertisers, agencies, and broadcasters—not to establish such levels of coverage, at least until after the proper studies had been made. I am very glad that the BMB did not rush

(*Continued on page 95*)

# Chicago Timebuyers Studying Best Methods of Using BMB

EDITOR, BROADCASTING:

The industry is beset with problems, the least of which is NOT BMB. The pages of BROADCASTING have been filled with discussion (and disgust) on this one problem, but piecing it together, bit by bit, there seems to be one logical thread of thought.

First: Stations and agencies, having been oversold perhaps on the attributes of BMB, have been disappointed in the results.

Second: This disappointment is either (at the stations) in too poor a BMB showing to be used in selling, or too good a BMB showing to substantiate in selling, or (at the agencies) in no practical application of BMB that retains comparability for purposes of buying.

**Trouble Ahead**

Third: The Committees that established the work BMB has done have dropped the reins, for the time being at least, and the colt has been turned loose to roam the streets where, like any youngster, it's bound to get into trouble.

Fourth: The stations, each claiming or disclaiming the piece of pie on its plate, depending on the size, are wending their weary way between their own offices, their representatives and BMB . . . some looking for guidance, some demanding explanations. Nearly all, however, maintaining that in the final analysis, since they paid the money to have the job done, *they* are going to decide on the value and use of the BMB report.

Let's acknowledge that the first point exists but is better forgotten. Points two and three are really part of the same basic problem . . . "what practical valid use may be made of the BMB information?" Since BMB itself doesn't seem to know, one cannot expect the stations or agencies to know . . . and BMB places itself in a position of being the only authority capable of passing on the validity of any use of the material. However, I think it will take more than that handicap to prevent agencies and stations from searching for salvage amidst the wreckage and, finding it, make practical use of it.

On Oct. 16, the Chicago Radio Management Club authorized the formation, within its own ranks, of a Timebuyers Committee. This committee's function at the outset will be to delve into this problem of BMB. We have too great a regard for the wholehearted cooperation of the radio stations who paid for BMB, as well as a long-standing need for basic uniform station potentials, not to make the effort.

There are many questions to be considered. A couple on the validity of the results of the survey are: 1. Will comparisons between BMB areas of listening and FCC areas of licensed signal strength

(*Continued on page 94*)

# Looking Forward to The Next Twenty Years!

## *AN OPEN LETTER:*

In 1926, CFRB started operation in Toronto. Those were the *pioneering* days of radio!

And now, twenty years later, the same call-letters "CFRB" are familiar in almost every city and hamlet and farm throughout Ontario.

During these years, the history of the station has been the history of radio itself. We are pleased to look back on a record which shows CFRB as an independent, unsubsidized station in the lead at every stage of broadcasting development . . . in quality and power of signal, in programming policy, in service to the whole community!

Knowledge of this influence gives us a strong sense of our responsibility to the advertisers we serve as well as to the people of this community. It has prompted even greater vigilance in standards of programming. It has fostered our recognition of the varied interests among the different groups we serve.

We look forward with confidence to the *next* twenty years. We renew our pledge to carry on towards the greatest good of the community as a whole. We have plans which will protect our share of audience and increase our contributions to the public service. We will *keep* "CFRB Ontario's favourite radio station". . . first for information, first for entertainment, first for inspiration!

Harry Sedgwick
President

## *FACTS FOR ADVERTISERS:*

CFRB consistently broadcasts the biggest share of top-rated programmes to the largest audience of Ontario listeners over the widest coverage area, of any station operating in Toronto.

CFRB offers a weekly circulation of 79% of the radio homes in Ontario . . . BBM survey.

Popularity *plus* coverage has kept CFRB the Number One advertising buy in Canada's Number One market!

**CFRB where your favourites are!**

CONTROL!

**MOTION PICTURES Can Give You TELEVISION Market CONTROL!**

New television stations are springing up all over the map.

But *only film* can develop new television markets for you . . . instantly . . . effectively . . . economically.

**Only Film** makes possible selective marketing, *without* costly individual programs—expensive rehearsals—telephone line charges—time zone differentials.

**Only Film** can guarantee repeat performances of uniform quality—identical selling messages.

**Only Film** will assure you perfect lighting—absolute focus—flawless dialogue.

*In TELEVISION . . .*
*. . . FILM removes the question mark.*

Now available for sponsorship . . . exclusive Telercel* Series. In 13, 26 or 52 week installments.

Write for details and arrange for private screening.

Send for booklet:
"Film — The Backbone of Television Programming."

# RKO TELEVISION CORPORATION

TELEVISION RKO CORPORATION

Dept. BC-11, 1270 Avenue of the Americas, N. Y. 20, N. Y.

*A Radio-Keith-Orpheum Corporation Subsidiary*

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**COMBINATION** studio-transmitter building to house WEAW-FM Evanston, Ill., now under construction, is expected to be completed for Dec. 15 opening, following CPA approval. Campus studios at Northwestern U. have been finished. Baskett Moss, former NBC Chicago news editor, has been named news and special events director of the new FM outlet, which will operate with 250 w power, using a 250-ft. Ideco antenna, on 104.3 mc Channell 282 [BROADCASTING, July 15]. Edward A. Wheeler is president of licensee corporation, North Shore Broadcasting Co.

## BRAZILIANS LIKE COMMERCIALS

### Advertising in 'Carload Lots' on 126 of 127 Stations Makes Impressions

RADIO'S CRITICS who exult at the discovery of excessive commercialism on the U. S. air could have a gleeful field day by monitoring the 126 privately owned stations in Brazil.

According to Charles D. Dulley, manager of the Sao Paulo office of J. Walter Thompson Co., Brazilians like their radio commercials in carload lots. It is not uncommon, Mr. Dulley said while in New York, for a station to broadcast as many as 20 spot commercials hand running.

**One Government-Owned**

The leading Brazilian radio station, Radio Nacional, is government owned. The other 126 stations are owned privately. In addition to Brazil's 127 licensed radio stations, 150 smaller cities have amplifiers located in the heart of each village. These loudspeakers play records and give announcements throughout the day to passersby.

Most of these 150 local setups are located in remote sections where radios are unable to make clear station pick-ups. Because of inadequate telephone lines there are no networks in Brazil.

Mr. Dulley stated that Brazil is second only to Argentina among South American countries in number of radio sets. Citizens of Brazil have 1,200,000 receiving sets as compared with Argentina's 1,300,000 sets.

Nine of J. Walter Thompson's U. S. clients are at present using radio advertising in Brazil. They are: Coty, Johnson & Johnson, Parker Pen, RCA, Ponds, *Reader's Digest*, Singer Sewing Machine Co., Standard Brands, and Swift & Co.

## New Research Services Are Added by Hooper

C. E. Hooper Inc. has announced the addition of three new services to its subscribers. A "Listening Area Market Data Section" is being added to the city Hooper ratings reports, comprising call letters, personnel, representative, network affiliation, frequency and power for each station; and population, total families, total radio families, retail sales, etc., for county and city markets.

The second new service is a comparative sets-in-use index for morning, afternoon and evening listening by cities. A third Hooper innovation is a comprehensive network program audience report to be issued three times a year and to contain: (1) Sectional ratings comparing overall and sectional sets-in-use, Hooper ratings, etc., by time periods and individual programs, (2) chartbook, showing basic long time listening trends; (3) uniform competition index showing the distribution of audience among stations and networks in cities broadcasting all network programs at same time.

## REMOTE PLOWS

### Radio Controls by Operator Reach Six Machines

RADIO-CONTROLLED tractors, enabling one man sheltered from the weather, to direct operations of six plows, are being tried out in the furrows of Hertfordshire, England.

An article in *This Week*, Sunday newspaper supplement of Oct. 20, describes the new device as an adaptation of the radio-controlled airplane. The tractors are worked by servomotors powered by compressed air and controlled by sensitive electric relays in the receiving circuit.

First tryout of the radio plow was made at the Knifton Farm, Potters Bar, Hertfordshire, by Tractors Ltd., who reported successful straight furrows plowed. Most British plowing is done with horses, and no advantages were claimed for the new device over gasoline-driven tractors used in the United States.

**Brown Switched**

WALTER BROWN, former member of the production staff of the ABC advertising and promotion department, has joined the writing staff of the network's advertising and promotion department.

## WSB-JOURNAL FIGHT INTOLERANCE

### 'Drama of Modern Racial Prejudice' Reveals Threat of Race-Hating Columbians

USING THE POWERFUL instruments of the airways and bold-face banner headlines, WSB Atlanta and its parent newspaper, *The Atlanta Journal* are boldly shouting the truth to the people on the "'juvenile delinquents of the Klan," the race-hating Columbians of Atlanta.

In a campaign that only a tenacious station and paper would attempt, WSB and the *Journal* are throwing a blinding spotlight on the group, reporting names of the members, their activities, aims, methods of spreading their propaganda.

Supporting the *Journal's* almost daily front-page stories of the Columbians, WSB Nov. 10 featured an original script by Brad Crandall, termed "a drama of modern racial prejudice." The script was Episode No. 7 of a religious series, *The Harbor We Seek*. The programs are designed to appeal to the teen age group, and dramatize religious stories in modern settings.

**WSB and its parent newspaper, the Atlanta Journal have opened fire on the hatred-mongering Columbians of Atlanta, and by inference on all such undemocratic, fascist-like groups. Upholding in its highest sense the duties of a station and paper to inform—and arm—the people with truth, they are reporting in detail the activities of this organization while it is still young, still local, but with national aims. If other stations wish to join in the crusade, they may obtain further information by writing WSB, Atlanta, Ga.**

Episode No. 7 is based on the biblical lesson of the Good Samaritan. It is written simply, but with a powerful impact in its indictment of groups like the Columbians—and the "parent Klan."

The story is that of a young man in school, David Lerner, a friend, Mike, and a liberal minded doctor, Thomas Franklin. David is held, then unquestionably absolved by the police, in connection with an attack on a young girl in the town. As he leaves the police headquarters, he is forced into an auto and "taken for a ride" by a group of race-hating terrorists. Their sole excuse for taking the law into their own hands is the fact that the boy is Jewish, and that they must "'teach these Jews how to behave."

Mike finds the boy near a picnic grove, flogged and beaten. By going to the office of a member of the organization—called in the script "American Christian Defenders"—Mike secures a piece of the cat o' nine tails as evidence. The next night the doctor and Mike, accompanied by the police, go to a meeting of the group and the doctor speaks out in behalf of tolerance and justice in a democracy. After the doctor produces the piece of cat o' nine tails, the police move in and arrest all the mob as suspects.

On the surface, the script may sound like one of a number of such programs dramatizing the evils of race bigotry. But substantiated by the actual facts on the Columbians running daily in the *Journal*, it takes on a deeper and much more immediate meaning.

The speech of the leader is a mere rephrasing of the audacious interview given by the Columbians' leader, Homer L. Loomis Jr. to the *Journal* reporter, Tom Ham. "We're political," he said, to Mr. Ham, passionately describing their platform against Negroes, Jews, Communists, and the "rich who oppress the masses." "We're going to show them [the white Anglo-Saxons] how to take control of the Government—first a neighborhood, then the whole city, then the state government, and finally the national Government.'

The arrests in the script parallel the scene enacted on Atlanta's Garibaldi St., Nov. 3 when the Columbians gathered to prevent a Negro family from moving into a home they had just purchased. The story was reported in detail by *Journal* Reporter Hugh Park, who arrived at the scene even before police. In a move similar to that in the script, outspoken Police Chief Hornsby ordered, "Lock them all up." They were held, and later released under unusually high bond.

The State of Georgia is reported by the *Journal* to be planning drastic action, supported by the police, church groups, press and radio against the organization which has as its insignia the Nazi-like lightning flash, and whose members wear the familiar tan shirt and Sam Browne belt.

## Sterling Net Up

A NET PROFIT of $11,111,080 has been reported by Sterling Drug Inc. and subsidiary companies for the nine months ended Sept. 30, after all charges and payment of preferred dividends and after provision for federal and foreign income taxes. This is equivalent to $2.96 per share on 3,747,667 common shares outstanding. For the comparable period of 1945, net profit was $7,923,639, or $2.11 per share on 3,749,456 shares outstanding. Sales for the first nine months of 1946 were $90,850,993, an increase of 16.6% over the comparable period of 1945. For third quarter of 1946 net earnings were $3,809,170, or $1.02 per share, as compared with $2,359,937, or 63 cents per share, for corresponding period a year ago.


# Sure, there are other radio stations in Memphis!

**They're good stations, too. But, of course, in every city there is always the outstanding radio station—the station that has the best shows, the most listeners (according to disinterested surveys).**

**WMC, the NBC outlet for the Memphis market, is your best radio buy for the Mid-South area.**

*—the station with the billion dollar market area*

**WMC**

★ MEMPHIS • NBC • 5000 WATTS

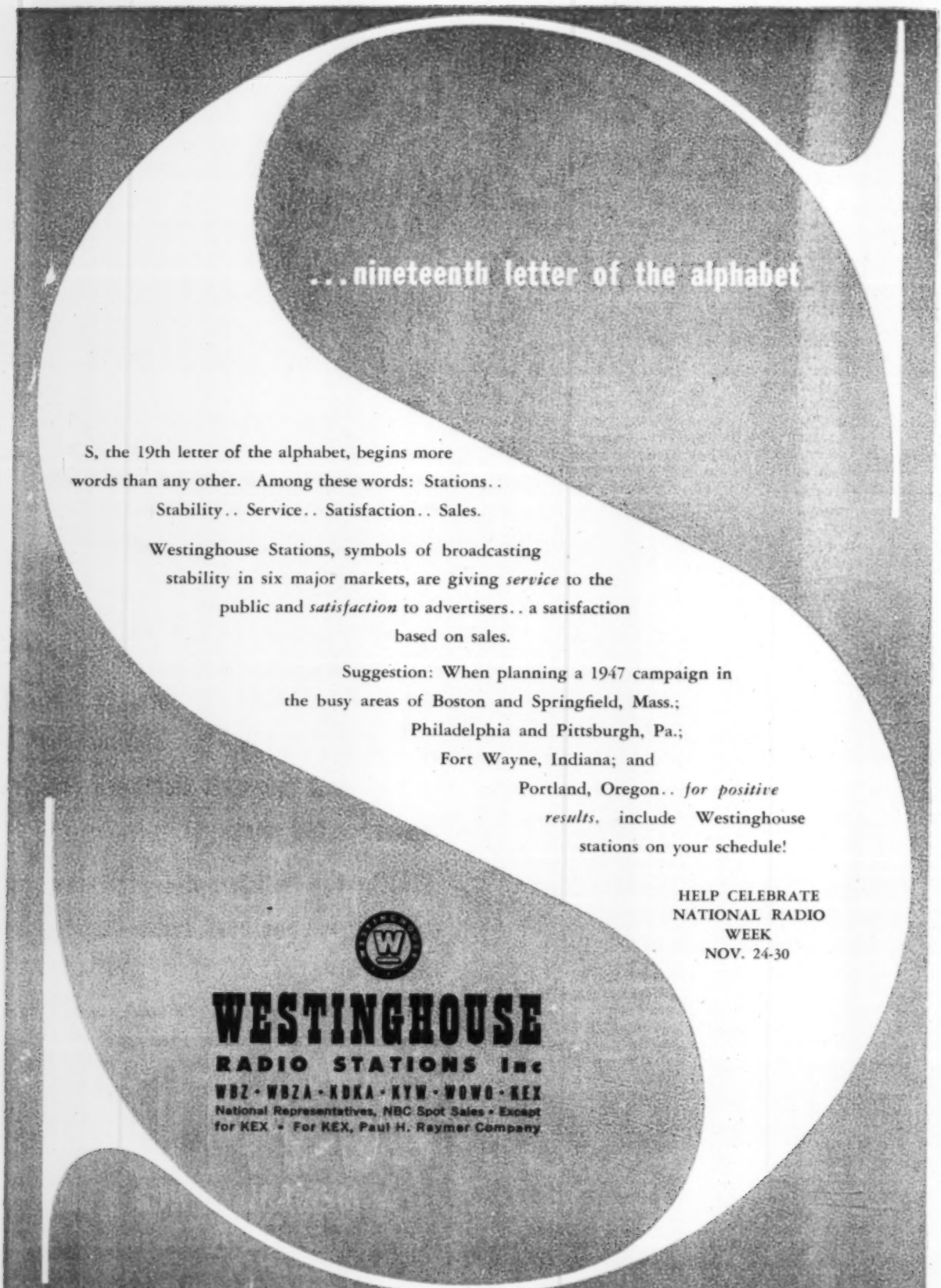
DAY AND NIGHT

OWNED AND OPERATED BY THE COMMERCIAL APPEAL

NATIONAL REPRESENTATIVES, THE BRANHAM CO.

MEMPHIS' DOMINANT RADIO STATION

"WHEN IT'S MEMPHIS YOU WANT, IT'S WMC YOU NEED!"


...nineteenth letter of the alphabet
S, the 19th letter of the alphabet, begins more words than any other. Among these words: Stations.. Stability.. Service.. Satisfaction.. Sales.
Westinghouse Stations, symbols of broadcasting stability in six major markets, are giving *service* to the public and *satisfaction* to advertisers.. a satisfaction based on sales.
Suggestion: When planning a 1947 campaign in the busy areas of Boston and Springfield, Mass.; Philadelphia and Pittsburgh, Pa.; Fort Wayne, Indiana; and Portland, Oregon.. *for positive results*, include Westinghouse stations on your schedule!
HELP CELEBRATE NATIONAL RADIO WEEK NOV. 24-30
WESTINGHOUSE
RADIO STATIONS Inc
WBZ • WBZA • KDKA • KYW • WOWO • KEX
National Representatives, NBC Spot Sales • Except for KEX • For KEX, Paul H. Raymer Company

# New Polarization Method Challenged

## *Advantages, 'If Any,' Are Characterized As 'Negligible'*

By PAUL A. de MARS
Consulting Engineer,
Raymond M. Wilmotte Inc.,
Washington, D. C.

THERE APPEARED in the October 21 issue of this magazine an article by Carl E. Smith, vice president in charge of engineering of United Broadcasting Co., Cleveland, Ohio, under the title "Any Antenna Receives Circular Waves," and with the further sub-title "Horizontal-Vertical Dilemma Is Solved by Polarizing Circularly."

The writer believes that the title and contents of this article are misleading and present mistaken conclusions from the facts purporting to support them. In view of the interest that has been aroused in this subject, the following discussion is presented.

The substance of this article is that the use of circularly polarized emissions from the FM and television transmitting antenna will serve the receiving set best no matter what the receiving antenna associated with the tiny set may be. The importance of this claim merits critical examination and analysis since, if the above is true, serious consideration of the FM and television standards is mandatory.

### Advantages Claimed

The article states categorically that "To the public the most important feature of circular polarization is that it will serve many more simple receiving antennas located at random. For example, the housewife will want to place the FM radio set with its built-in or power-cord antenna where it will blend in with the best of the furniture. Circular polarization should materially increase the chance of improving the signal received by this set. Our experience has shown that built-in horizontal dipoles favor horizontal polarization while the power-cord antennas seem to favor vertical polarization."

The author then devotes considerable space to the discussion of automobile reception, predicted advantage in the case of television from the use of circularly polarized emission, cost considerations, and concludes as follows:

"The question that you as a broadcaster must face is, 'Would you rather serve the public with only a horizontally polarized wave when your competitor has equal coverage with a circularly polarized wave?' The answer is obvious. The broadcaster with circular polarization will serve best the greatest number of receiving antennas, while the broadcaster with horizontal polarization will serve best only those receiving antennas which are horizontally polarized and which are oriented to pick up a signal from this station."

Mr. Smith in his article does not specifically present any experiments or tests which he has made to support the unqualified conclusions and recommendations for the use of circularly polarized emission for FM broadcasting. There does appear, accompanying Mr. Smith's article, the statement that, "For a year Carl E. Smith, vice president in charge of engineering of United Broadcasting Company, Cleveland, Ohio, has directed a research program on WHK's FM developmental station W8XUB, investigating the propagation characteristics of circularly polarized waves. On the basis of this experience he recommends circular polarization as standard for FM and television."

### Report to FCC

Further light on the basis for the facts, conclusions and recommendations contained in the article is found in the editor's note preceding the article which states, "Reports on circular polarization tests hereinunder described by Mr. Smith are in the hands of the Federal Communications Commission, and it is understood reaction there has been favorable. Increased coverage for the operator and better reception conditions for the listener are two of the principal benefits cited for the method."

The writer has been able to obtain a copy of the report entitled, "Circular Polarization Tests Submitted to Federal Communications Commission, October 8, 1946," and further identified as "Report No. 1 on Developmental Station W8XUB, prepared by Engineering Staff, United Broadcasting Company, Cleveland, Ohio," which is understood to be the basis for Mr. Smith's article.

Careful examination of the tests that were reported and the data obtained therefrom fails to disclose any support for the sweeping conclusions and recommendations presented by Mr. Smith in the article under discussion. Since the circular polarization tests have not been presented for study in this magazine or other publications that enable the scientific world to judge their value, it is impossible to discuss the tests specifically at this time.

It is unfortunate, indeed, that this matter has been so presented and categorical statements substantial advantages for the use of circularly polarized emissions have been made which are entirely without support of any tests or measurements whatsoever. The subject is extremely complex and those not thoroughly familiar with the theory of propagation and the practical problems of reception in the listener's home are easily misled by plausible explanations of the advantages of a special transmission system.

It must be pointed out, however, that the facts presented in the tests of circularly polarized emissions made by Mr. Smith do not permit the conclusions that he has drawn therefrom. Furthermore, the statements in the article being discussed are not supported by sound detailed technical analysis.

### Discussed at NAB Meet

Mr. Smith originated the following question for the FM Panel following the Monday, October 21, luncheon at the NAB Convention in Chicago:

"Will you please discuss the merits of transmitting horizontally polarized waves (the FCC Standard) versus elliptically polarized waves? To be more specific, discuss circularly polarized waves from the viewpoint of serving more FM radio receivers and serving them better. This FM broadcasting service should also include automobile receivers within the service area of the stations. Interference problems with other FM stations can also be considered."

This question was submitted to the writer by the Chairman of the panel, Mr. Walter Damm, to which the following reply was given:

"I think this is a very important and a very timely question. As the proposal for elliptically polarized waves has been presented in the simplified form, it appears very plausible that advantages may result. However, I believe it is a question which involves many complexities, which involves great detailed study, properly supported by large scale experiments before the practical answer can be determined.

"Consideration of the use of elliptically polarized waves is not new. It was considered 10 years ago in connection with FM broadcasting. At that time it was studied and after weighing the considerations that are involved in the practical receiving antenna in the home it was decided that the complications involved did not warrant further consideration.

"I do not mean that the early decision indicates that it should be considered as final, but, in my opinion, it is doubtful if subsequent study or experimentation will prove that the use of elliptically polarized waves has any advantages."

Mr. Smith's tests have not been conducted on a large scale under practical receiving conditions, nor is there presented a detailed analysis of the effect of wave polarization on the reception of FM signals in the home. There is, therefore, no sound basis for the article presented in this magazine.

Properly, a subject as technically complex and containing such far-reaching engineering and economic implications as the one in question should be presented with supporting data before the whole scientific world in order to permit the careful consideration and discussion of all who are qualified and skilled in the art before any such categorical statements and sweeping conclusions are made as appear in Mr. Smith's article.

To those readers of this magazine that have been disturbed on reading this article, the writer gives assurance that, in his opinion, the advantages, if any, to be derived by the use of circularly polarized emissions for FM and television broadcast service are negligible and that there has not appeared any sound technical basis for changing the present rules and standards with respect to the type of emission for FM and television broadcast services.

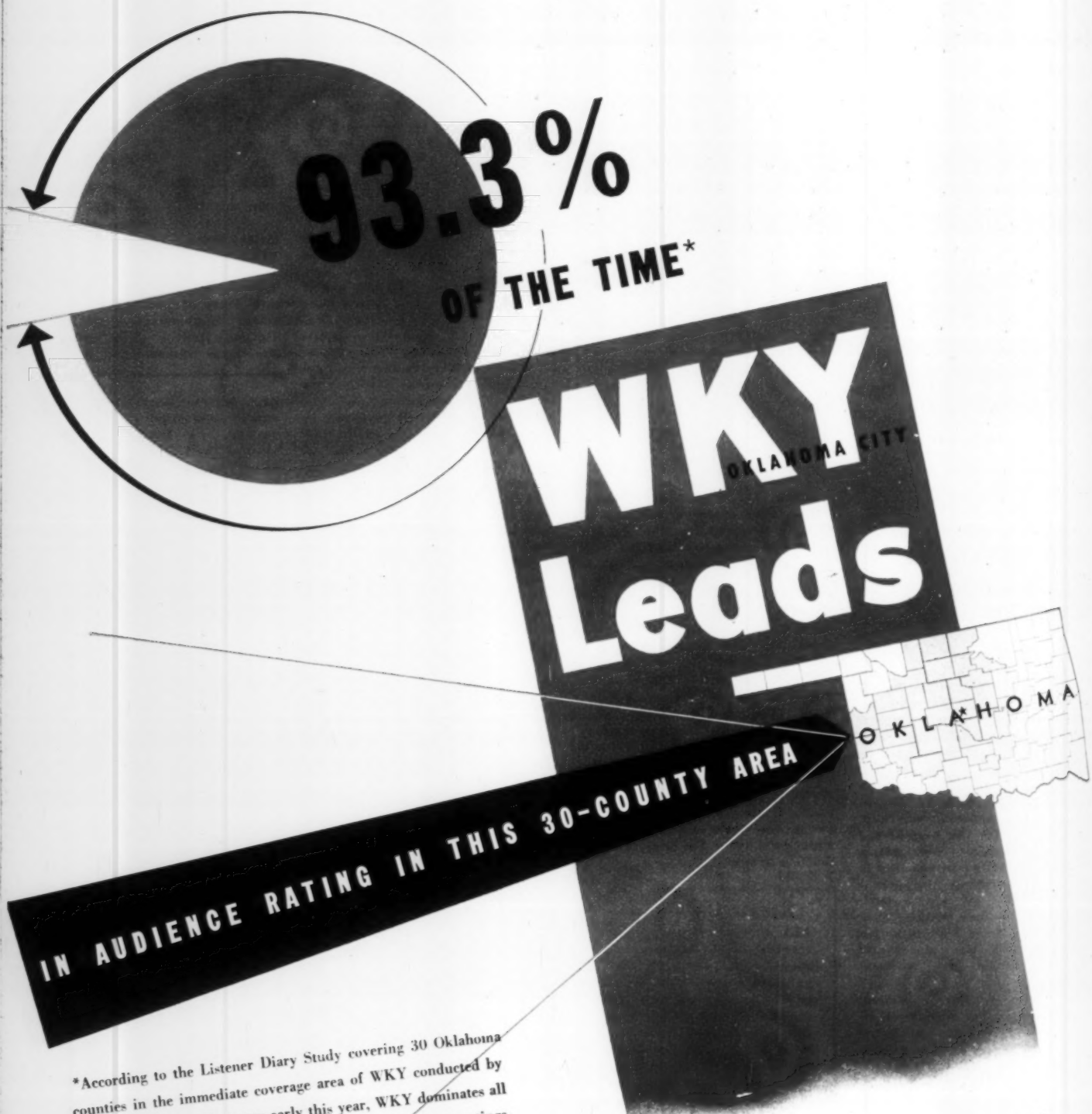
**PAUL A. DE MARS, consulting engineer, Washington, herewith takes exception to the optimistic views of circular polarization as presented by Carl E. Smith, vice president in charge of engineering of United Broadcasting Co., Cleveland, in the Oct. 21 BROADCASTING. Mr. de Mars sees "negligible" advantages, if any, in circularly polarized emissions for FM and TV. FCC, meanwhile, takes a stand more in line with Mr. Smith's views, having just approved the new form of polarization for optional supplementary use by FM stations (text of FCC order and Standards amendments, page 27).**

Mr. de Mars

## Rivals Cooperate

ALL FOUR Omaha network stations have joined in a cooperative advertising campaign to increase overall sets in use. Stations pooling their money are WOW, KFAB, KOIL and KBON. Initiated by Bill Wiseman, promotion manager of WOW, the campaign centers on an eight-page newsprint tabloid which was distributed to 62,000 Omaha homes along with a shopping guide. The paper includes a complete fall and winter schedule of all the stations. The *World-Herald*, Omaha's only daily newspaper declined a seven-day series of full-page schedule ads, so seven 6-column ads are being carried in Lincoln, Neb., newspapers, WOW said.

CJKL Kirkland Lake, Ont., has gone on the air with its new RCA 5 kw transmitter, boosting power from 1 kw.




*According to the Listener Diary Study covering 30 Oklahoma counties in the immediate coverage area of WKY conducted by Industrial Surveys Company early this year, WKY dominates all competition in every day-part with top station audience ratings during 466 out of the week's 500 quarter-hours and tying for top during an additional quarter-hour.

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING COMPANY:
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## New 50-kw Outlets Listed by Mexico

### NARBA Notification Gives Recent Changes

TWO 50-kw Class I-B stations to begin operations immediately and one 50-kw Class II outlet to commence operation about Jan. 1 were among notifications of new stations and frequency shifts announced by Mexico under the North American Regional Broadcasting Agreement. Mexican notifications follow:

630 kc—XETS Tapachula, Chiapas, 250 w night, 500 w day, Class IV, to start Jan. 1.

660 kc—XEBZ Mexico, D. F., 500 w, DA night, Class II, starting immediately.

810 kc—XEFW Tampico, Tam., increase power from 5 kw to 50 kw, DA night, Class II, to start Jan. 1.

830 kc—XELA Mexico, D. F., 1 kw, DA night, Class II, starting immediately.

920 kc—New station, Saltillo, Coahuila, 250 w, Class IV, to begin April 1, 1947.

950 kc—XEGM Tijuana, B. C., 2.5 kw, DA night, Class III-A, to begin Jan. 1.

1030 kc—XEQR Mexico, D. F., 1 kw, DA night, Class II, starting immediately.

1060 kc—XEDP Mexico, D. F., 50 kw, DA night, Class I-B, starting immediately.

1090 kc—XERB Rosarito, B. C., 50 kw, DA night, Class I-B, starting immediately.

1350 kc—XETB Torreon, Coahuila, 500 w night, 5 kw day, Class III-B, to start March 15, 1947.

1460 kc—XEWG C. Juarez, Chi. (delete); C. Juarez, Chi., new station, 1 kw, Class III-B, to start April 1, 1947.

1490 kc—XEWG C. Juarez, Chi., 250 w, Class IV, to start April 1, 1947; XEDR Guarmas, Son., 250 w night, 500 w day, Class IV, to Start Jan. 1.

1560 kc—New station, Aguascalientes, Aguas., 250 w, Class II, to start April 1, 1947.

1600 kc—New station, Acapulco, Guerrero, 500 w, Class III-B (change in class).

## New San Juan Regional Plans Start Next Month

WAPA San Juan, P. R., new outlet on 680 kc with 10 kw fulltime, will go on the air about Dec. 15, Jose Ramon Quinones, owner, announced last week. The station was authorized by FCC on April 25.

Mr. Quinones, attorney and former chairman of the Public Utilities Commission of Puerto Rico, now chairman of the Puerto Rico Farm Bureau, said WAPA will emphasize broadcasts of information on agriculture, government, economic and other matters of special interest to farmers, and also will seek to promote good will between North and South America in its programming.

## GB Video Goal

PRODUCTION goal of 100,000 television sets will be achieved by British television industry, the Dept. of Commerce has been informed. According to reports received by its Office of International Trade, main bottleneck is the shortage of parts, particularly cathode ray tubes. Retail prices range from $161 to $545 including tax. Present range of transmission from London is about 50 miles, with programs reported to be clear. Listeners pay $8 for combined broadcast-television license.

**POST-BROADCAST** discussion of eerie things was held following Mutual's *Can We Communicate With the Dead?* Nov. 3 on the network's *Exploring the Unknown* series Sundays, 9-9:30 p.m. EST: (l to r) Sherman H. Dryer, producer; Maubert St. Georges, president of St. Georges & Keyes, agency for Revere Copper & Brass, the sponsor; Basil Rathbone, guest star, and Stanley J. Keyes, vice president of the agency.

# Value to FM Cited by FCC In Polarization Plan Adopted

*(See related story page 25)*

CHANGES in FM Engineering Standards to cover FCC approval of circular or elliptical polarization for optional supplementary use by FM stations [BROADCASTING, Nov. 11] were effective with adoption by the Commission on Nov. 7. Text of the order and amendments are printed below.

The new type of polarization may be secured, FCC explained, "by the addition of vertically polarized radiation, displaced 90 degrees in electrical phase, as a supplement to standard horizontally polarized radiation." The latter remains the standard, required form for all FM stations.

Stations choosing to employ the supplementary form will be granted additional transmitter operating power but, FCC said, "the supplemental power may not exceed the horizontally polarized component used for allocation purposes; thus service contours remain unchanged." The modification does not permit vertical polarization except as a component of circular or elliptical polarization.

Circular or elliptical polarization, FCC reported, is expected to "materially increase the probability that a receiving antenna located at random will provide entirely satisfactory FM reception." In recent experimental operations it has proved "highly satisfactory," the Commission asserted.

Carl E. Smith, vice president in charge of engineering of United Broadcasting Co. (WHK WHKK WHKC), one of the leaders in development of circular polarization, described its methods and advantages in a special article in the Oct. 21 issue of BROADCASTING.

Text of FCC's order and amendments to the Standards is as follows:

**ORDER**

At a session of the Federal Communications Commission held at its offices in Washington, D. C., on the 7th day of November, 1946;

WHEREAS, The Commission finds that an improvement in FM broadcasting may be achieved by permitting, on an optional basis, licensees of FM stations to utilize circular or elliptical polarization, without in any way changing the present requirement that all FM licensees (including those who avail themselves of the option of utilizing circular or elliptical polarization) utilize horizontal polarization;

IT IS ORDERED, That the Standards of Good Engineering Practice concerning FM broadcast stations are amended as set forth in the attached appendix.

IT IS FURTHER FOUND AND ORDERED, That whereas this amendment is promulgated under authority of Sections 303(e), 303(g) and 303(r) of the Communications Act of 1934, as amended, and that the changes made are purely optional with the licensees, notice and the public procedure required by Section 4 of the Administrative Procedure Act are hereby found unnecessary and the amendment to the Standards of Good Engineering Practice is hereby made effective immediately.

**AMENDMENTS**

SEC. 1

K. EFFECTIVE RADIATED POWER.—The term "effective radiated power" means the product of the antenna power (transmitter output power less transmission line loss) times (1) the antenna power gain, or (2) the antenna field gain squared. Where circular or elliptical polarization is employed the term effective radiated power is applied separately to the horizontal and vertical components of radiation. For allocation purposes, the effective radiated power authorized is the horizontally polarized component of radiation only.

M. ANTENNA HEIGHT ABOVE AVERAGE TERRAIN.—(1) For Class A stations the term "antenna height above average terrain" means the height of the radiation center of the antenna above the terrain 10 miles from the antenna.

(2) For Class B stations the term "antenna height above average terrain" means the height of the radiation center of the antenna above the terrain 2 to 10 miles from the antenna. (In general a different antenna height will be determined for each direction from the antenna. The average of these various heights is considered as the antenna height above average terrain for Class B stations.)

(3) Where circular or elliptical polarization is employed the antenna height above average terrain shall be based upon the height of the radiation center of the antenna which transmits the horizontal component of radiation.

N. FIELD INTENSITY.—The term field intensity as used in these standards shall mean the electric field intensity in the horizontal direction.

SEC. 5—paragraph 2

Measurements made to determine the service and interference areas of FM broadcast stations should be made with mobile equipment along roads which are as close and similar as possible to the radials showing topography which were submitted with the application for construction permit. Suitable measuring equipment and a continuous recording device must be employed, the chart of which is either directly driven from the speedometer of the automobile in which the equipment is mounted or so arranged that distances and identifying landmarks may be readily noted. The measuring equipment must be calibrated against recognized standards of field intensity and so constructed that it will maintain an acceptable accuracy of measurement while in motion or when stationary. The equipment should be so operated that the recorder chart can be calibrated directly in field intensity in order to facilitate analysis of the chart. The receiving antenna shall be nondirectional and primarily responsive to the horizontal electric field.

SEC. 7

A. It shall be standard to employ horizontal polarization; however, circular or elliptical polarization may be employed if desired. Clockwise or counter clockwise rotation may be used. The supplemental vertically polarized effective radiated power required for circular or elliptical polarization shall in no event exceed the effective radiated power authorized.

## Berliant Offers New Construction Service

ED BERLIANT, radio amateur and construction expert, has opened offices in the Chamber of Commerce Bldg., Atlanta, and is offering a complete service in building, equipping and manning radio stations. Mr. Berliant announces that the new service includes preparation (except for the engineering section) of the application that must be submitted to the FCC, making surveys to determine the best location for the transmitter, planning and constructing the station, including studios and tower, furnishing equipment and even giving advice on obtaining station personnel.

Known to radio amateurs as W2JEH when he was in New York before the war and now operating as W4IPF from his home in Atlanta, Mr. Berliant also is continuing his interest in the amateur field. In addition to helping amateurs locate good equipment, Mr. Berliant also offers them free advice by mail on technical problems.

## *RADAR OFFICER NOW WITH GILLETT FIRM*

PAUL BERQUIST, former West Coast radio engineer who Tuesday was released from active duty as lieutenant, Naval Reserve, joined Glenn D. Gillett & Assoc., Washington consulting engineers, Mr. Gillett announced.

Mr. Berquist

Former engineer with KFIO Spokane and KWSC Pullman, Wash., Mr. Berquist was graduated in 1942 from Washington State U. with a degree in Electrical Engineering. He entered the Navy as radio officer shortly after his graduation and in 1944 served with a carrier group in the Pacific. He saw considerable combat. Lt. Berquist was awarded the Bronze Star.

He later was transferred as radar training officer on the staff of Chief, Naval Air Advance Training, Jacksonville, Fla, a post he held until his retirement.

# ET Concession to Petrillo Is Defended

## *Threat to Recording Firms Is Cited; Plan Offered*

By GERALD KING

Standard Radio Transcription Services, Inc.

I CAN'T let your editorial in the Nov. 4 issue of BROADCASTING on the settlement of the Petrillo demands on the transcription industry go by without some comment.

You state that the transcription people by failing to stand together fell prey to Petrillo's demands. This is not a concise statement of the facts. What actually happened is that Petrillo's threat to renege on his agreement with the record companies if they did not simultaneously sign the transcription agreement forced the RCA-NBC group, the Decca-World group and the Capitol Co. to sign. Once they had capitulated, the independent companies who had no record affiliations were left without even a sack to hold.

The point you should have made is that so long as the record companies are in the transcription business they are going to do what is good for the record business and to hell with broadcasting. You can never expect a $3,000,000 tail to wag a $100,000,000 dog.

### No Long Range Policy

I am chagrined at the shortsightedness of broadcasters when it comes to dealing with their No. 1 item in trade—music. They have no long range overall policy with respect to musicians. They constantly and continually give millions of dollars worth of free advertising to an industry—the phonograph record industry—whose history and intent shows an eventual aim is to control the broadcasting of such records and be paid for their use, and they do little or nothing constructive to build up the one source of music which is manufactured for them exclusively —the transcription.

Broadcasters should never fool themselves about the AFM. When we are loaded with a 50% increase in rate (and we took a 116% increase in 1937 to say nothing of that 3% bite of our gross in 1943), it eventually has to be paid by the broadcaster or we go out of business. If we go out of business, the industry is then at the mercy of the phonograph record manufacturer. And don't fool yourself for one minute that if that ever comes to pass there will not be some workable scheme dreamed up where the broadcaster would pay a fee for such use that would put avaricious ASCAP to shame.

I believe these things should be done in the self-interest of broadcasting and to perpetuate the source of high quality recorded music at a fair price.

**1. No transcription company should be owned by a phonograph record company. NBC should divest itself of its recording division, except as a manufacturer. Decca should sell World and Capitol get rid of its transcription subsidiary. I don't mean these should go out of business—far from it—independently operated they will do a better job for the industry than they now do. If this is not done then do not expect the transcription business to ever be able to deal with the AFM on an independent basis. It's impossible and no one knows it better than Mr. Petrillo as he just recently demonstrated.**

**2. Tie all industry music problems in one bundle. So long as the musician can deal separately with networks, independent stations and the recorded source of his music, then just that long will the AFM divide and conquer, play one interest against another, and increase the cost of music.**

**3. Accept an intelligent and unbiased attitude on the musicians' problem as it appears from the union standpoint, even if this means getting outside and uninterested advice. Then adopt a long range policy and stick to it. This can be done.**

**4. Work toward legislation which will make for true collective bargaining instead of dictatorial demands on the part of unions. Unless this happens we can expect a com-**

*(Continued on page 30)*

**GERALD (Jerry) KING of Standard Radio, chairman of the transcription manufacturers' negotiating committee with James Caesar Petrillo, AFM president, blames recording manufacturers and broadcasters for the 50% increase Petrillo extracted from transcription firms. Mr. King points out that RCA-NBC, Decca-World and Capitol first bowed to Petrillo's 50% demands, leaving the independents "without even a sack to hold." He presents herewith a plan for future consideration.**

Mr. King

**Throughout Kansas and well into adjoining states, over five million WIBW listeners give thanks for still another year of exceptional crops . . . this year, the largest ever harvested and sold at such high prices.**

**Share in this almost unlimited purchasing power! As the "most listened to" station in Kansas, WIBW can quickly help you build new peaks of demand for your product in these anxious-to-buy homes.**

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## *Advertisers and Agencies*

# VOTE TOP AWARD TO WCOP

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Just a little over a year after affiliation with ABC, WCOP wins one of the three top awards for outstanding audience promotion in Group 1 (for cities of over half a million population).

These awards are based on an ABC poll of advertisers and advertising agencies. To those whose vote brought this honor to WCOP, we say, "Thanks! We've been working our heads off to earn it – and we'll continue to work for advertisers through smart, heads-up audience promotion!"

This award is the climax of an intense development program which has made WCOP, under Cowles management, the most progressive station in New England. Here are the milestones in this program:

**New power — now 5000 watts**

**New, ultra-modern transmitter**

**New studios, in Boston's most modern building**

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**New and all-out audience promotion**

WCOP is now the radio pace-setter in Greater Boston, America's third richest market. Your advertising dollar on WCOP buys extensive coverage, vigorous merchandising and outstanding audience promotion.

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A **Cowles** Station
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## *Bid Withdrawal Removes Complication From Already Complex WGAP Sale Plan*

ONE COMPLICATION apparently was removed from the tangled case involving the proposed $2,500 sale of half interest in the grantee firm for WGAP Maryville, Tenn., last week after the company headed by Knoxville Mayor Cas Walker withdrew the competing bid it had filed under the Avco Rule.

The withdrawal leaves only one purchase application remaining—that of George R. Dempster, president of Dempster Bros., construction equipment manufacturers, and former city manager of Knoxville. But George Burne Smith, former WNOX Knoxville engineer and owner of the half interest involved, has asked FCC not to approve the application for transfer to Mr. Dempster [BROADCASTING, Sept. 16].

The competing bidder was Public Service Broadcasting Corp., formerly an applicant for a station at Knoxville on 550 kc. Mr. Walker is president-treasurer and owns 80% interest. Max Friedman, a Knoxville radio announcer, owns the remaining 20%. In a public statement to explain the withdrawal, Norman B. Morrell, secretary, was quoted as saying:

"When Mr. Dempster filed his application with the Commission to become a transferee . . . the Commission advised the public that on a certain date there would be an 'auction' of the Maryville building permit. Mr. Walker's company qualified to become a bidder.

"It was subsequently learned that the Commission's definition of the word 'auction' is that you are offered an opportunity to belittle the other fellow's application and to magnify your own application.

"Mr. Walker declined to participate in this kind of 'auction' and authorized the following telegram to our Washington attorneys:

"'We may have misunderstood the meaning of your word "auction." If our application to bid on the Maryville permit is in any manner adverse to interests of George R. Dempster or his associates we wish to withdraw same. Mr. Dempster is our friend and we don't want to antagonize his interests.'"

Everet L. Bono, Washington attorney for Public Service, said he had requested withdrawal of the bid. FCC approval ordinarily is a formality in such matters.

Mayor Walker said the company's plans for a station would be held in abeyance "for a time." The application for fulltime use of 550 kc was one of 13 for that frequency, use of which was restricted to power of 1 kw during the war because of possible interference with Naval communications on adjacent channels. There has been no decision on the 550 hearing, one of the issues of which was to determine the best use of the frequency. Public Service once amended its application to request daytime-only operation, but subsequently secured dismissal without prejudice [BROADCASTING, May 6]. Mr. Walker said if developments justified, the application might be re-filed.

The WGAP permit, for 1400 kc with 250 w fulltime, is held by Gateway Broadcasting Co., a partnership owned in equal shares by V. H. McLean and Mr. Smith. The application for transfer of Mr. Smith's interest to Mr. Dempster was filed last spring, with Mr. Smith's withdrawal attributed to ill health [BROADCASTING, April 15].

Five months later Mr. Smith petitioned FCC to disregard the application, claiming that Mr. McLean "exercised the superior forces of coercion . . . to get full control" of the company [BROADCASTING, Sept. 16]. The Public Service application, matching Mr. Dempster's $2,500 offer, was filed on the last day for competing bids under the 60-day open bidding provision of the Avco Rule [BROADCASTING, Oct. 28].

*Let's Get Together*

**...IN PHILADELPHIA**

You need to cover your Philadelphia market with X dollars. WDAS can do the best job for you at lowest cost.

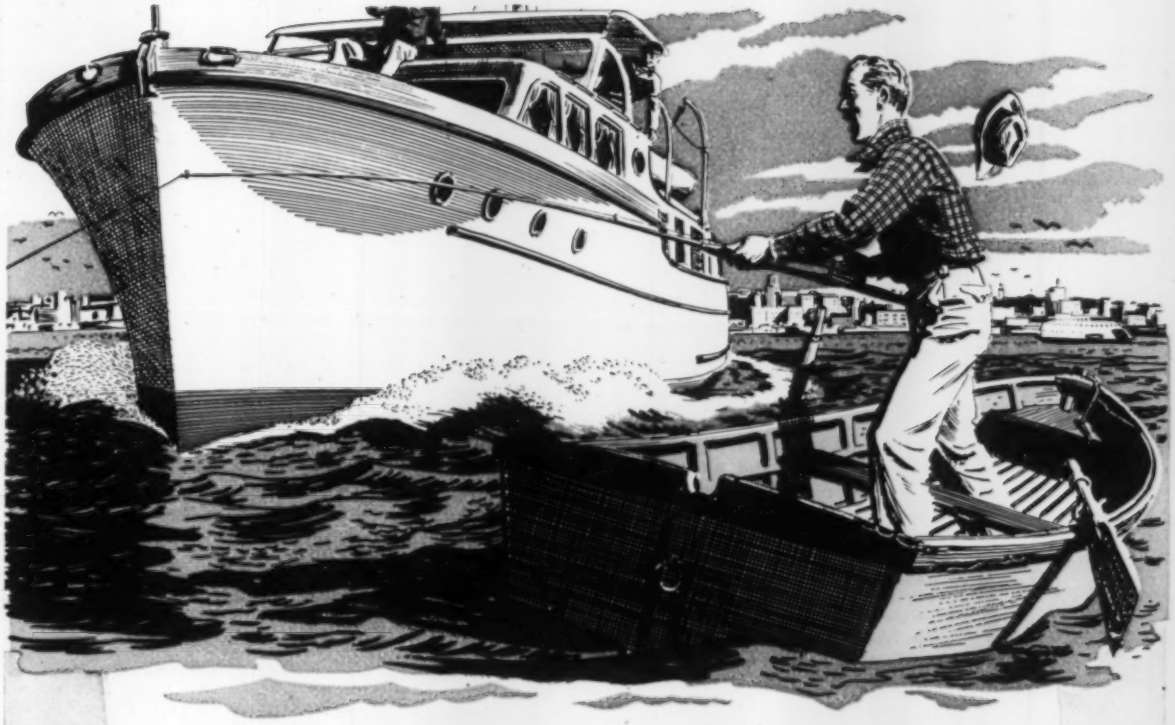

### ET Concession

(*Continued from page 28*)

**plete discontinuance of contracts on the part of the AFM and presumably AFRA. They will merely deliver ultimatums as to rates and work provisions, changeable at will and without notice, as soon as all war controls are legally over. It is well to remember that the present recording contract is the ONLY contract ever signed by the AFM in 43 years of existence.**

The music problem of the broadcasting business is unique in labor relations. Every other union has a single objective—to keep its men working for as much money as possible, but to keep them working. The AFM, so far as recording is concerned, does not want the men to work, regardless of the rate. Petrillo has stated publicly time and time again he does not want to make *any* recordings of any kind, but that particularly nothing would suit him better than to have his men never make another transcription because they are used for one particular purpose only—broadcasting. He can accomplish that purpose subtly by raising the rates to a point where the transcription business ceases to exist and save himself the onus of having actually killed it.

The problem is strictly radio's, but I fear the industry does not see it quite in that light, but the sooner they do the quicker will we arrive at some solution to a problem which is not going to be solved otherwise.



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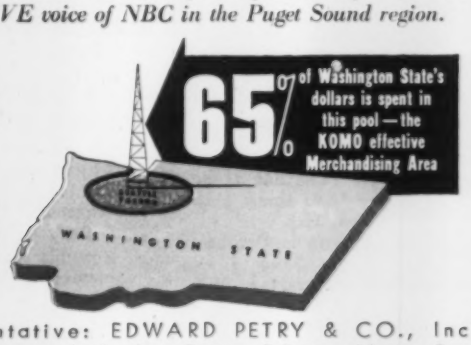


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HARRY McTIGUE
*General Manager*

# Jack Benny Leads In Pacific Hooper

## October Ratings List Hope And Fibber McGee Next

JACK BENNY was first among the first 15 programs in the October Pacific Network Hooperatings report released last week, with *Bob Hope* second and *Fibber McGee and Molly* third.

The report showed an average evening audience rating of 8.7, an increase of 2.1 from the last report, and an increase of 0.5 from the rating for the same period in 1945.

Average evening sets-in-use reported were 32.5, 5.2 more than the last report and 2.0 more than a year ago. Average evening available homes were 76.0, up 3.2 from the last report, and up 1.2 from last year.

The average daytime audience rating was 3.7, up 0.3 from the last report and up 0.1 from a year ago. The average daytime sets-in-use reported were 15.0, which represented an increase of 0.6 from the last report, and an increase of 0.5 from the same period last year.

The average daytime available homes were 65.8, up 0.2 from the last report, and down 1.1 from a year ago.

The first fifteen programs listed on the report were: *Jack Benny* 33.4, *Bob Hope* 26.2, *Fibber McGee and Molly* 25.3, *Bing Crosby* 25.0, *Fred Allen* 24.2, *Walter Winchell* 23.4, *Eddie Cantor* 22.7, *Red Skelton* 22.4, *Charlie McCarthy* 21.7, *Screen Guild Players* 17.6, *Radio Theatre* 17.5, *The Whistler* 17.4, *Great Gildersleeve* 16.4, *Can You Top This* 15.8, *Abbott and Costello* 15.8, *Take It Or Leave It* 15.8.

### Canadian Ratings

American evening network programs, heard on Canadian networks, led in popularity with listeners for October, according to national rating release issued Nov. 10 by Elliott-Haynes Ltd., Toronto. Ten leading programs were *Fibber McGee and Molly*, with rating 35.1, *Radio Theatre* 33.9, *Charlie McCarthy* 33.2, *Adventures of Ozzie & Harriet* 23.1, *Waltz Time* 19.9, *Album of Familiar Music* 18.8, *Bob Hope* 15.8, *Jack Carson* 15.8, *Music Hall* 15.5, and *Big Town*, 15.1.

Daytime shows in October were led by *Happy Gang* (Canadian program) with rating 20.3, followed by *Big Sister* 17.3, *Ma Perkins* 17.3, *Pepper Young's Family* 17.1, and *Lucy Linton* 16.4.

First five French-language evening programs for October were *Le Ralliement du Rire* 36.3, *Enchantant dans le Vivoir* 36.1, *Un Home et son Peche* 35.7, *Radio Caribins* 33.6, and *Metropole* 30.4. First five French-language daytime shows in October were *Jeunesse Doree* 27.3, *Rue Principale* 23.5, *Les Joyeux Troubadours* 18.4, *Vie de Famille*, 18.2, and *L'ami du consummateur* 17.1.

**FOUNDERS** of the Oregon-Washington Radio Group, new cooperative organization of 15 250-w stations [BROADCASTING, Nov. 11] at its first meeting in Portland, Ore., are (standing at the rear): Charles L. Baum of Short and Baum Adv. and Fred G. Goddard, KXRO Aberdeen, Wash., chairman of the group. Clockwise around the table: Fred F. Chitty, KOOS Coos Bay, Ore.; C. O. Chatterton, KWLK Longview Wash.; Joe Chytil, KELA Centralia, Wash.; Jim Wallace, KPQ Wenatchee, Wash.; Frank Adams, KVOS Bellingham; Bill Taft, KRKO Everett, Wash.; Mark DeLaunay, KVAN Vancouver, Wash. (affiliated with KOOS but not in the group); L. E. Parsons, KAST Astoria, Ore.; L. W. Tommlitz, KORE Eugene, Ore.; Glenn McCormick, KSLM Salem, Ore.; Tom Olsen, KGY Olympia, Wash., and his three guests, Chet Wheeler and Hall Byer, both of KWIL Albany, Ore., Dr. L. R. Clarke and O. A. Runchey Jr., directors from Seattle.

# FCC Conduct of WOKO Case Assailed in SCOTUS Brief

FCC LICENSE renewal procedure in the WOKO Albany, N. Y., case was conducted along the "lines of a criminal prosecution" and the attitude of Commission counsel was "that of a prosecutor throughout," Dempsey & Koplovitz, counsel for WOKO Inc., charged in a brief filed last week in Supreme Court.

Oral argument may be heard late this week, although court attaches said the calendar would not be completed until today (Monday). In event the argument is not heard this week, it will go over until December or January.

William J. Dempsey of the law firm, who successfully argued the case before the U. S. Court of Appeals for the District of Columbia, will appear before the Supreme Court.

### FCC Brief

The WOKO brief was in reply to a supporting brief filed last month by the Government [BROADCASTING, Oct. 28], after the FCC was granted certiorari in its appeal from the District Court of Appeals, which in a 2-1 decision, reversed the Commission's denial of license renewal to WOKO.

FCC denied the renewal on grounds that Sam Pickard, former member of the Federal Radio Commission and one-time CBS vice president, owned a 24% beneficial interest which was not disclosed to the Commission. The appeals court held that the FCC could not revoke a license merely on the sole issue of hidden ownership, although the Government contended that it could.

Dempsey & Koplovitz attacked the Commission decision as contrary to precedents established by the FCC and cited several cases wherein the Commission found hidden ownership but renewed licenses because of "public service" provided by the stations in question. The attorneys contended that the Commission ignored WOKO's 15 years of service to its community.

"The licensing experience of the Commission has demonstrated that licensees who have made misrepresentations (and licensees who have failed to disclose material matters and have made fraudulent misrepresentation in an effort to conceal material matters) have nevertheless been found qualified to operate radio stations in the public interest," said the brief.

Contrary to usual procedure "in vogue at the Commission" on license renewal hearings, the WOKO brief alleged "witnesses were excluded from the hearing room so as to prevent any witness hearing the testimony of any other witness on the question of Pickard's stock interest. . . . Questions by the Commissioners there indicated that they were not concerned with the qualifications of the licensee to operate in the future after the severance of the Pickard interests, but the only question of apparent concern was whether or not the plan would result in any monetary award to Pickard."

Brief charged that whether Mr. Pickard realized a profit "in no wise could be of any concern to the Commission." Denial by the FCC of petition for rehearing indicated, the brief charged, that "the Commission considered the proceeding to be one calling for the imposition of sanctions rather than one relating to the qualifications of respondent to continue to operate a radio broadcast station in the public interest."

WOKO is operating on special temporary authorization pending outcome of the Supreme Court case.

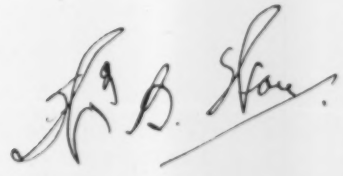
# IT WAS A GREAT CONVENTION . . .

Everyone seems agreed that the NAB convention in Chicago last month was a great one.

The NAB again proved its capacity for industry leadership and the FCC, through its generous participation in our deliberations, won new respect and a more friendly understanding among broadcasters. There was a good feeling of fellowship and mutual regard between those who represent the people and those who serve them.

The future of our system of broadcasting is more assured as a result.

Let us conserve and strengthen our ability to plan and work together, so that tomorrow's new and broader horizons in broadcasting will remain free for continuing development under the proved and desirable American system of free enterprise.



Vice President & General Manager

## RADIO STATION KVOO
## Tulsa, Oklahoma

# 'Open House' Breaks Sears Record

## Featured Merchandise Moved by Carload In Twin Cities

BRONKO DANOVIC, merchandising manager for the Twin City Sears Roebuck & Co. store, has a radio program that has been presented only four times under his store's sponsorship, yet it is already moving small items of featured merchandise by the carload.

It has tied up his switchboard for as much as an hour-and-a-half, with telephone orders immediately following a broadcast. People have even sent in newspaper ads ordering an item of merchandise, but saying "we'd rather have the one advertised on *Open House* (a more expensive item) if it is still available."

All in all, this program—WCCO's *Open House* at 9:30 Saturday mornings—is another outstanding proof of the ability of radio programs to move merchandise for retail stores.

The program features Cedric Adams, top radio personality of the Northwest, in a half-hour session of music and studio interviews, with baritone soloist Bob Lochen, Wally Olson's 13-piece orchestra, announcer Frank Butler, and guest stars, and is produced by Gene Wilkey. It is presented in the WCCO auditorium, and so far has drawn a capacity crowd of 500 for each performance.

### Carload of Canners

On the first program, Mr. Danovic decided to feature cold pack canners, along with institutional copy for the store. By Monday closing time, an entire carload of 1400 canners had been sold at the store, with more than 300 mail orders in addition, and orders still coming in on Nov. 1.

The following week, 13 automobile radios of an expensive type were sold by long-distance phone calls (in addition to those sold in the store and by mail order) as the result of a single announcement.

Commercials are handled in a brief, friendly way. The store plays up the variety of merchandise offered, the ease of shopping at Sears because of "three large parking lots." On each program, two or three special items of merchandise are featured. A typical announcement reads:

> With cold Northwest winters coming, your kiddies will welcome a gift of Dr. Denton two-piece pajamas. These pajamas, famous for health-protection, comfort and durability, are made of cotton and wool, and have the feet built in. The price of these Dr. Denton pajamas for infants and children is only $1.29 for size one, and $1.65 for sizes two to four. For bargains like this, shop at Sears—and save.

This simple 75-word announcement sold more than 2,000 Dr. Denton Sleepers. The effectiveness of the radio announcement was emphasized because newspaper ad-

Mr. DANOVIC

vertising placed the same weekend by Sears featured a sleeper at $1.10, yet the higher-priced, radio-featured article far outsold the $1.10 sleeper. Mr. Danovic said the store received a large volume of clippings of the newspaper ad for the $1.10 sleeper, but with the notation "please send the sleeper featured on *Open House* if it is still available."

On this same program, Sears' baby department had been featured, and the department did the biggest day's business in the history of the local Sears store. Mr. Danovic said this was particularly impressive in view of the fact it was a warm, sunny day when purchases in the baby department were practically all small items, with practically no sales of larger items such as snow-suits which would have built up the dollar volume rapidly.

### Impressive Record

The sales record of the program is even more impressive in view of the fact that merchandising support, planned for use throughout the store in the immediate future, was not available for any of the first four broadcasts. The feature was promoted through announcements on the air, and through WCCO's regular newspaper advertisements. A wide variety of merchandise gifts presented to studio visitors also helps attract a large visual audience, as well as offering an opportunity to describe additional items available at Sears.

On the air in its present form since 1944, WCCO's *Open House* was sponsored for six months by Butternut Coffee Co., and for 18 months by Griggs-Cooper Wholesale Grocer Co. It returned to the air Oct. 5 after a summer hiatus. Hooperating for the show for the May-July, 1946, period was 7.0 with 12.3 sets in use, with a January-April rating of 11.4, with 21.6 sets in use.

**EVERYONE but the staff of WCCO Minneapolis was surprised when the local Sears store began to sell merchandise by the carload when it took over sponsorship of WCCO's 'Open House' at 9:30 Saturday morning. Even before merchandising support could be developed the store found it was moving goods with unprecedented speed. Especially interesting was the fact that a higher-priced item promoted by radio far outsold a related cheaper item featured in newspaper advertising of Sears.**

# RADIO AIDS EMPLOYE RELATIONS

## Quaker Oats Launches Half-Hour Show Over WMT —Especially for Company Workers—

*PARTICIPATING in the premier of Quaker Party Time over WMT Cedar Rapids-Waterloo Nov. 7 were the 30-voice Quaker chorus, composed entirely of Quaker Oats employes, Vic Miller's band, Rose Marie Jun, 18-year-old vocalist and daughter of a Quaker employe, and Dean Landfear, m. c.*

QUAKER *Party Time*, a weekly half hour variety show which had its premier Nov. 7 on WMT Cedar Rapids-Waterloo, marked a new venture in radio—the use of radio entertainment by a large business concern as a part of its program of fostering good relations with its employes. Sponsor of the program, aired every Thursday night, is the Quaker Oats Co. The show is presented in the Quaker plant's employe auditorium, and the entire audience is composed of Quaker employes.

Highlight of the first presentation of *Quaker Party Time* was the world premiere of "Here's to Iowa," new Iowa centennial song composed by June Caldwell, WMT music director, and Nancy Gibbons, station continuity writer. Douglas Grant, WMT program director, produced and directed the show.

Special guest on the broadcast was Rodney Q. Selby, director of the Iowa Development Commission. Louis E. Tilden, radio director for Sherman & Marquette Inc., which handles the Quaker Oats account, flew to Cedar Rapids for the broadcast.

Following the broadcast, Vic Miller's *Quaker Time Party* band furnished dance music for Quaker Oats employes.

# Executives 'Cool' To Plan of Bergen

## Had Suggested Less Tiring Schedules for Comics

EDGAR BERGEN'S recent suggestion that radio comedy might be improved if radio's comics worked less exhausting schedules has attracted little support from broadcasters or sponsors, the ventriloquist said last week.

In New York for his first appearance (with sidekick McCarthy) on television, over WNBC-TV, Mr. Bergen said that network executives and sponsors to whom he had mentioned his notions of comedy revitalization had been "cool" to them.

A fortnight ago Mr. Bergen had suggested that radio's most popular comedians might well work out schedules of alternate weeks of performances, thus giving them more time than they enjoy at present between shows. The added time, he thought, might well freshen their comedy viewpoints which now suffer from the pressure of preparing scripts each week.

Commenting on the future of television, an art in which he is more than casually interested, Mr. Bergen said he thought that until television networks were perfected, travelling dramatic groups, like theatrical stock companies, ought to be employed. The groups could perform in cities where television stations were located. By perfecting a repertoire which they would present often they would be able to provide more accomplished dramatic performances than local groups, hampered by a minimum of time for rehearsal, could produce.

or some
of the best
programs
some of the
time . . .

## when flexible SPOT BROADCASTING sells for you!

In *every market* there are many locally produced Spot Programs—perhaps a five-minute newscast, a half-hour musical or a hillbilly show—that are better than others! One advantage of *flexible* Spot Broadcasting is that you can buy just these *pre-tested* programs . . . *assuring maximum effectiveness at minimum cost in every market selected by you.*

That's why today—as sales, marketing and production problems complicate advertising plans—more advertisers, both old and new, are using Spot Programs. They have learned that broadcasts can be arranged *easily* to start *quickly* . . . in one market or many . . . on budgets of any size. And they know they can get the *best* shows on the *best* stations—that their messages will be delivered to ready-built audiences.

Your John Blair man can tell you about the best Spot Programs . . . in markets that interest you. If you're preparing to introduce new products—or bolster old ones—call him today.

*For leading Blair-represented Spot Programs see the following pages!*

JOHN BLAIR & COMPANY

THE VALUE OF INFORMATION IS MEASURED BY ITS RELIABILITY

Offices in Chicago • New York • St. Louis • Los Angeles • San Francisco • Detroit

REPRESENTING LEADING RADIO STATIONS

# Groundwork Laid for FM Association

## Steering Committee Projects Plans At D. C. Meet

BY MID-1947 every man, woman and child in the U. S. will have learned about the qualities of FM, if plans projected last week in Washington by a new organization tentatively known as FM Assn. are carried out.

Under the plans adopted by a Steering Committee of 12, named during the NAB Chicago convention [BROADCASTING, Oct. 28], FM broadcasters, transmitter and receiver manufacturers and others interested in that art, will sponsor a nationwide advertising and promotion campaign to make the public FM conscious. FMA will not conflict with NAB, but will work with the overall trade association, it was pointed out.

All members of the FCC were invited to lunch today (Monday) with a committee from FMA headed by Roy Hofheinz, temporary chairman. Indications late last week were that acting Chairman Charles R. Denny Jr. and most of the Commissioners would attend.

Meeting in the offices of Jansky & Bailey, Washington consulting engineers and pioneer FM broadcasters, the Steering Committee adopted the following proposed objectives, which will be submitted to a general membership convention to be called for December or January:

**1. To encourage the development of FM broadcasting.**

**2. To publicize the superior qualities of FM as an improved broadcasting service to the public.**

**3. To disseminate information among the members of this association (FMA) regarding the general problems incident to FM operation.**

**4. To cooperate with receiver and transmitter manufacturers, and other suppliers of FM equipment and services with the objective of establishing the wide-spread operation of FM stations as rapidly as possible.**

**5. To act as liaison between its members, the FCC and other agencies and organizations on the continuing overall problems affecting FM broadcasting.**

These aims and objectives were drawn up at a meeting Nov. 9 by the Objectives Committee, named in Chicago by Mr. Hofheinz, owner of KTHT and KOPY (FM) Houston. Attending the Nov. 9 meeting, also in Washington, were these Objectives Committee members: Everett L. Dillard, Commercial Radio Equipment Co. (KOZY Kansas City, WSDC Washington), chairman; Wayne Coy, WINX WINX-FM Washington; E. J. Hodel, WCFC Beckley, W. Va.; Ira Hirschman, WABF New York; C. M. Jansky, Jansky & Bailey; W. R. David, General Electric Co., Schenectady; Leonard Asch, WBCA Schenectady.

### Membership Meeting

Messrs. Hofheinz, Dillard and Asch were named Monday by the Steering Committee to determine the time and place of the first general membership meeting of FMA, which likely will be held in Chicago or New York. Early inquiries indicate at least 500 will attend, according to those in charge.

Just how much will be appropriated for the nationwide advertising and promotion campaign still is unsettled. The majority of the Steering Committee discussed figures of around $50,000, although some felt that $100,000 would be needed. FMA was given a financial start when each of the Steering Committee members attending Monday's session paid dues in advance. Leonard Marks, of Cohn & Marks, Washington law firm, was named legal counsel, chairman of the Charter & By-Laws Committee, and temporary treasurer.

Temporary offices have been established at Commercial Radio Equipment Co. Washington headquarters, 810 International Bldg., 1319 F St., N. W., Washington 4, D. C. Inquiries regarding the new organization should be addressed to FMA at that address, according to Mr. Dillard.

Plans contemplate the employment of a fulltime executive director, election of a board of directors to be composed of nine, and an executive committee to be made up of three or five members, who will work in close cooperation with the executive director.

### To Stimulate Interest

That FMA will do much to stimulate general interest in FM broadcasting was indicated in exclusive statements to BROADCASTING by various members of the Steering Committee.

"The FM Assn. will fill the need for a hard-hitting promotional organization to acquaint Mr. and Mrs. America with the superior broadcast quality of FM in a new era in broadcasting," said Mr. Hofheinz, who resigned two years ago as county judge in Houston to devote full time to his then newly-acquired radio interests. "Texas and the great Southwest are proud to participate in this long-overdue industrywide effort."

Mr. Jansky said, "The future of American broadcasting depends upon the untrammeled development of FM. Active aggressive promotion of FM by an association dedicated to the task of informing the public of the superior advantages of this new service will speed the day when the public will have a truly American broadcasting system in which competition will be between programs for listeners and not between broadcasters for facilities."

**THE PUBLIC will become thoroughly FM-conscious, if plans of the new organization tentatively called FM Assn. are consummated. Objectives are encouragement of FM broadcasting; widespread publicity; promotion of cooperation between manufacturers and FM stations; liaison work with members, FCC, NAB and other agencies and organizations concerned with FM. Interest is high, with at least 500 expected to attend first general membership meeting to be held either in New York or Chicago. Temporary offices are in Washington. It is hoped that here at last is the industry group that will provide the stimulus for FM to shift into high-geared production and operation.**

Other statements follow:

Mr. Asch—This new organization is indicative of the fact that FM is no longer a pioneering project. FM is a fully-grown advancement in the broadcasting art with a public acceptance equivalent to the modern automobile as compared to the Model T. WBCA gladly supports FMA in the observance of the FM arrival.

Mr. David—As a manufacturer's representative I am happy to see that active membership in the new association is open to anyone with a sincere interest in the promotion of FM. FMA, with its proposed objectives and organization, can do an effective and timely job in building a solid foundation for this new and important segment of radio broadcasting.

Stanley W. Ray Jr., vice president, WRCM (FM) New Orleans—It is our belief that FM is the answer to the troublesome static problems encountered in the South. The FMA will do much towards speeding this superior method of broadcasting into the homes of the listeners.

Mr. Hodel—The formation of FMA assures WCFC in Beckley, W. Va. and the residents of that area as well as all other areas that they shall enjoy the benefits of better broadcasting, as offered by FM, sooner and in fuller measure than would have been possible had the new FM Assn. not been founded.

Frank A. Gunther, Radio Engineering Labs.—REL, the pioneer FM transmitter manufacturer, is contributing to the formation of FMA because in this organization an instrument is at hand permitting all those truly interested in FM to help towards radio's new birth, as conceived by the inventor, Maj. E. H. Armstrong.

Mr. Dillard—The aims and objectives proposed for FMA clearly demonstrate the fact that the men interested in promoting FM as a superior broadcasting service to the American public are unselfishly interested in giving to this country a truly free radio—and soon.

Raymond F. Kohn, president, WFMZ (CP holder) Allentown, Pa.—Speaking as a new exclusively FM broadcaster, I believe that this organization provides a conclusive reply to the FM newcomer's Number 1 question: "When will FM arrive?" Here is demonstrated proof that FM has arrived already—it is here now. The newcomer need not hesitate. He has this invitation to throw his entire energy and resources behind an organization whose objectives are his own. To do less is to hurt his own success.

Attending the Steering Committee meeting Monday were all members except Gordon Gray, WMIT Winston-Salem, N. C., whose plane had been grounded by bad weather, and Mr. Hirschman, who left Washington following the Objectives Committee meeting to attend a United Nations meeting in New York.

# $320,000 Transfer of WTMV To Evansville on Air Filed

FCC APPROVAL of the $320,000 sale of WTMV East St. Louis, Ill. by Myles H. Johns and other members of his family to Evansville on the Air Inc., licensee of WGBF-WEOA and WMLL (FM) Evansville [BROADCASTING, Oct. 7], is requested in an application reported by the Commission last week.

The projected purchase of the 250-w station represents reinvestment of proceeds anticipated from Evansville's proposed $200,000 sale of WEOA, under the duopoly rule, to the owners of WFBM Indianapolis. The WEOA application is awaiting FCC decision.

Evansville on the Air is entirely owned by Curtis Radiocasting, which also controls WBOW and WBOW-FM Terre Haute. Alvin Q. Eades is Curtis president and owns 9.7%. Chief stockholders are Henry B. Walker, vice president (21.8%), Josephine Leich (15%), and Dorothy Walker (14%).

The $320,000 purchase price includes $16,000 deposited in escrow by the purchasers, $184,000 to be paid at time of closing (10 days after FCC approval), and $120,000 to be paid within two years after approval. Either party may terminate the contract if the Commission has not acted within six months.

WTMV, operating on 1490 kc fulltime, is licensed to Mississippi Valley Broadcasting Co., a partnership composed of Myles Johns (20%); his mother, Penrose H. Johns (60%); his father, William F. Johns (10%), and his brother, William F. Johns Jr. (10%). They also own WOSH Oshkosh, which has an FM grant, and Myles Johns has an FM application for Milwaukee. An FM application for East St. Louis also is planned.

Explaining the sale, the application reported that William F. Johns Jr. originally was scheduled to operate WTMV when he returned from the Army, but that a change in his plans made it appear advisable to sell the station. He is now in the sales department of WTCN Minneapolis.

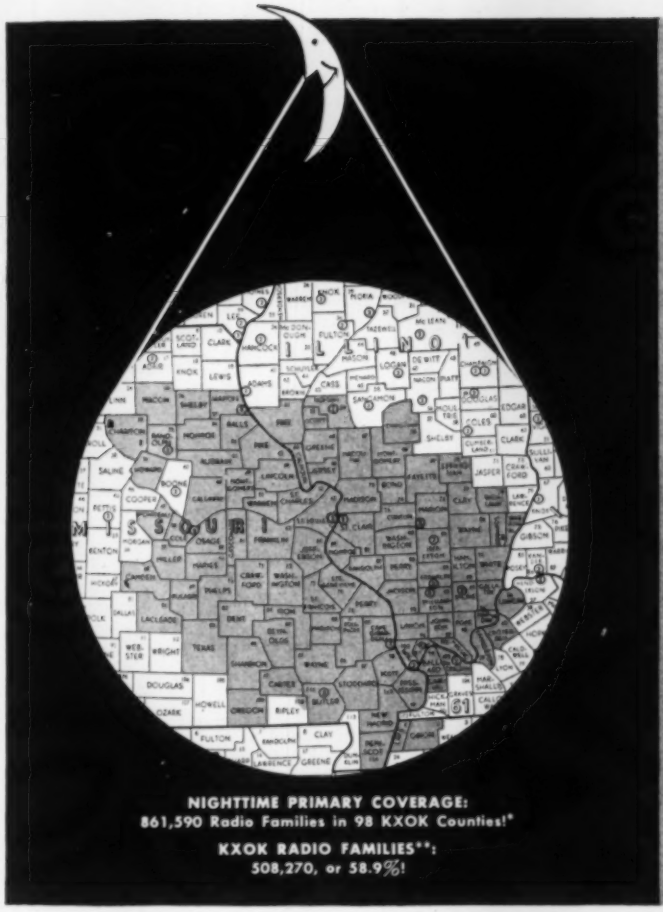
Myles Johns is supervisory manager of both WTMV and WOSH. He recently acquired Brown-Deer Airport, Brown-Deer, Wis., and also owns and operates Regional Radio Sales Co., station representatives, with offices at Milwaukee, Chicago, Hollywood and New York. W. F. Johns Sr. is president of Ridder-Johns Inc., advertising firm.

TEAR ALONG DOTTED LINE . . . FILE UNDER **KXOK** COVERAGE FACTS

# KXOK

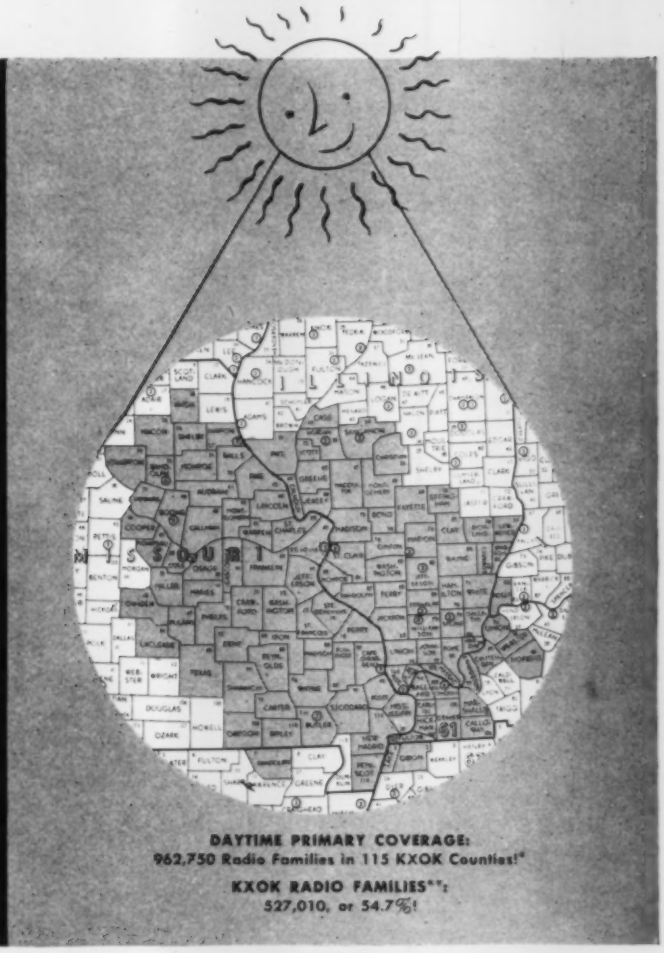
BMB

## night-and-day coverage




**NIGHTTIME PRIMARY COVERAGE:**
861,590 Radio Families in 98 KXOK Counties!*

**KXOK RADIO FAMILIES**:**
508,270, or 58.9%!




**DAYTIME PRIMARY COVERAGE:**
962,750 Radio Families in 115 KXOK Counties!*

**KXOK RADIO FAMILIES**:**
527,010, or 54.7%!

Over half a million KXOK Radio Families** — day and night — according to the Broadcast Measurement Bureau. Over 40 advertisers, regional and local, have renewed their use of KXOK from 2 to 7 years.

* **BMB definition:** "Counties in which 10% or more of the Radio Families listen to KXOK at least once a week."

** **BMB definition:** "Radio Families who listen to KXOK one or more times each week."

**KXOK**

630 KILOCYCLES
5,000 WATTS
FULL TIME

ST. LOUIS, MO.

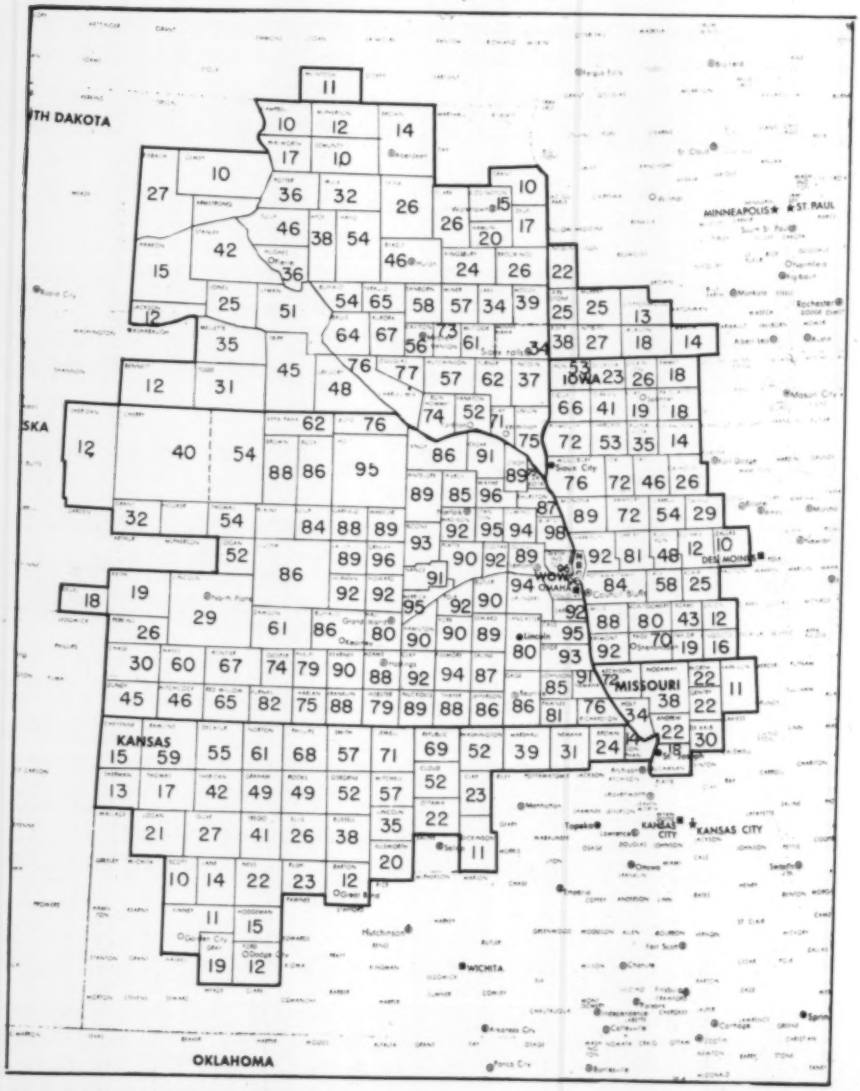
Owned and Operated by The St. Louis Star-Times

An affiliate of the AMERICAN BROADCASTING COMPANY
For complete details, call a JOHN BLAIR representative

## Dear Mr. Time-Buyer:

Here's WOW's new BMB circulation map (daytime *) with ALL BMB density figures imprinted on it.

**IF YOU PREFER:** 1944 NBC All-County Map; WOW Mail Maps; Current Hooper and Conlan surveys — for both quantitative and qualitative coverage data — available on request.




**BMB DAYTIME CIRCULATION: 445,010 FAMILIES**

**31 Counties in 90% or more level ****
**63 Counties in 80% or more level**
**83 Counties in 70% or more level**
**97 Counties in 60% or more level**
**119 Counties in 50% or more level**
**228 COUNTIES IN 10% OR MORE LEVEL**

* WOW's Nighttime BMB Map and Circulation Figures, available on request, are about the same.

** Detailed breakdowns by counties at any or all of NINE levels immediately available on request.

RADIO STATION
**WOW** INC.
OMAHA, NEBRASKA
590 KC • NBC • 5000 WATTS
*Owner and Operator of*
**KODY** • NBC IN NORTH PLATTE

JOHN J. GILLIN, JR., PRES. & GEN'L. MGR.
JOHN BLAIR & CO., REPRESENTATIVES

# *Television Division Added by Navy As Part of Present Radio Section*

IN RECOGNITION of television's growing importance as an information and entertainment medium, the Navy Dept. has incorporated a television division in its Radio Section. The name has been changed to Radio-Television Section of the Navy Office of Public Information.

The Section is headed by Comdr. Harry Holton, USN, with Warrant Electrician Charles V. Claybourn, USN, in charge of television activities. Mr. Claybourn has been working closely with General Electric's WRGB Schenectady television experts in the production of several Navy video shows, the first of which was the V-J Day anniversary program. A special hour and a quarter Navy program was presented over WRGB last Monday, 9 p. m., commemorating Armistice Day.

### News Film

Foremost of the services obtainable is film of current news events, taken by Navy cameramen, then sent to the network and newsreel pool in New York. Special Navy activities, such as ceremonies aboard ships, decorations, Navy flights similar to that of the *Truculent Turtle* are being filmed for use by television stations. In many instances commercial cameramen are not available for coverage of the events at which Navy cameramen will be present.

The Radio Television Section is making available to all television stations Navy historical and training films on request. The training films have been turned over to the U. S. Dept. of Education, but may be obtained by contacting the Navy. The Section is also servicing stations with Navy personnel desired for special appearances on television programs. Script drafts and props from Navy museums may also be obtained through the new office.

"We are eager to get in on the ground floor of television," Commander Holton said last week, "and we want to cooperate in every way possible with television stations. The technicians and producers of WRGB have given us wonderful cooperation, and the Navy is grateful for their help."

### Armistice Program

The Navy Armistice Day program over WRGB was produced by GE's Patrick H. Crafton, in cooperation with Mr. Claybourn, who assembled the dramatized show. Both film and live talent were used, in addition to over $32,000 worth of props secured from the Naval Academy and other Navy museums. Among the valuables was the Order of St. Anne Medal presented to John Paul Jones by Catherine the Great for his services to the Russian Navy.

Adm. Richmond Kelly Turner, Rear Adm. J. J. Clark and other outstanding Navy and Marine Corps personnel appeared on the program.

Tying in with the Navy's plans for television, Commander Holton also announced that there will be Navy Public Relations seminars starting today (Nov. 18) in which television will be included. There will be 50 high ranking officers of the Navy and Marine Corps taking each of the indoctrination courses at the Navy Dept. starting Nov. 18, Dec. 2 and Dec. 9. The first night of each course the officers will go to NBC's studios at WRC to see a telecast. Commander Holton and Mr. Claybourn will also address the group on radio and television.

Mr. Claybourn, one of the Navy's outstanding heroes, is a veteran of Bataan and Corregidor, where he was captured by the Japanese. He spent two and a half years in Japanese prison camps and during that time made five attempts to escape. In a Japanese freighter transporting American prisoners of war from the Philippines, Mr. Claybourn was one of 83 survivors of the shipload of 750 when the ship was torpedoed. He was rewarded the Distinguished Service Cross by the War Dept. for "extraordinary heroism in action" for aiding the survivors and finally getting them ashore to the Philippine guerrilla forces.

# *VIDEO PRODUCTION MOVIE RIGHTS SOLD*

THE first sale of motion picture rights to a television production occurred last week when Radio Cinema Theatres Corp. of California bought *Mr. Mergenthwirker's Lobblies* after the company's president, S. Sylvan Simon, had seen the show as televised by WNBT New York (NBC) last September.

Play, written by Nelson Bond and David Kent, was the first presentation of the "Broadway Previews" project, conceived by Richard Rodgers, president of the Dramatists Guild, and John F. Royal, NBC vice president in charge of television, as a means of interesting producers in new theatrical works. "The quick response of a leading Hollywood firm in purchasing the play gives added assurance that the 'Broadway Previews' project is achieving its aim," Mr. Rodgers said.

Written in the early 1930's and produced several times as a radio program on NBC, *Mr. Mergenthwirker's Lobblies* had been submitted for movie production before its television showing, but the sale did not materialize until Mr. Simon saw the Dramatists Guild-NBC video adaptation.

**. . . "WE HATE YOU BUT WE LOVE KIDO!"**

**OUT IN IDAHO** there's an all-request program featuring a caustic cuss, Cousin Joe Maggio. His specialty is "panning" listeners and their requests, but— though they hate Cousin Joe — they still deluge KIDO with requests for

**"MUSICAL MERRY-GO-ROUND"**

And, incidentally, they buy amazing quantities from the sponsors for Cousin Joe **LOVES** his sponsors and **SELLS** their wares. Musical Merry-Go-Round, aired from 3:00 to 3:45 Monday through Friday with a gala show on Saturday, is another evidence of KIDO's unusual sales-producing ability.*

**Participation on "Musical Merry-Go-Round" costs surprisingly little. For rates see your John Blair man or write...**

KIDO
Basic NBC Outlet
*Dominates the Boise Market*

*According to latest ratings KIDO delivers 81% to 95% of the tune-in at any hour

REPRESENTED NATIONALLY BY JOHN BLAIR & CO.

KFRE
FRESNO
SELLS MORE
Profitably
A ROODMAN RADIO STATION
KFRE-KRFM Fresno
REPRESENTED BY JOHN BLAIR & CO.

## PAGE TO LEAVE MBS ENGINEERING POST

ESTERLY CHASE PAGE, MBS engineering vice president, will resign from that position on Jan. 1, to return to private engineering practice in Washington, D. C., and will become consulting engineer for MBS [CLOSED CIRCUIT, Nov. 11].

Mr. Page

Earl Miner Johnson, assistant to Mr. Page, will assume the post of engineering director of the network.

Mr. Page joined MBS in August 1945 in the newly created post of engineering director, subsequently being elected a vice president of the network. Before joining MBS he served with the U. S. Army as a lieutenant colonel, and was in charge of invasion radio planning for the North African, Sicilian, Italian and Southern France campaigns.

Prior to joining MBS one year ago, Mr. Johnson served with the operational research staff of the Office of the Chief Signal Officer of the War Department as expert consultant on matters of wave propagation. He has also been associated with the Crosley Corp. and the FCC in engineering capacities.

## BROADCASTS BOOST ATTENDANCE

### Play-by-Play Accounts Bring 100,000 More Fans to Hockey Games, Owner Says

QUESTION of whether broadcasts of sporting events do or do not increase attendance is setttled so far as the management of KCKN Kansas City and the owner of the Kansas City Pla-Mors Ice Hockey team are concerned. Ellis Atteberry, KCKN manager, reports that W. J. (Bill) Tobin, Pla-Mors owner, gives full credit to KCKN Sportcaster Larry Ray for increasing paid admissions to the team's home games last year 100,000 over the preceding year. Ray broadcast play-by-play the final period of all Pla-Mors home games last season.

*CREDIT is given to Larry Ray (l), KCKN Kansas City sports announcer by W. J. (Bill) Tobin, owner of the Kansas City Pla-Mors Ice Hockey team, for increasing paid admissions to Pla-Mors home games by 100,000 last season.*

Mr. Tobin was so much sold on the value of the broadcasts, in fact, that he declined to have a commercial sponsor but insisted on buying all of the commercial time on the broadcasts to sell ice hockey. "Although we pointed out to Mr. Tobin," Mr. Atteberry said, "that he would still be getting the value of the broadcasts in selling ice hockey, even though the commercial time was devoted to another sponsor with a retail product, he insisted that he did not want to share the valuable commercial with any other sponsor." Mr. Atteberry commented that "this is the first time we have ever had the owner of a sports event insisting on paying full card rates so that he could retain all the commercial time for himself."

In addition to being owner of the Pla-Mors, Mr. Tobin also is owner and president of the Chicago Blackhawks Ice Hockey club. Writing to Sportscaster Ray concerning the effectiveness of his play-by-play descriptions, Mr. Tobin said: "I picked up your broadcast on three different occasions and I must say that you not only gave a very fine description of the play, but also dramatized to an extent that it would be most appealing to those who had never seen a game. You in no small way were responsible for the increase of over 100,000 more paid admissions than the last year we operated."

KCKN Manager Atteberry also sees in Mr. Tobin's attitude toward broadcasts of sporting events an indication of the tremendous value of sponsor enthusiasm. He commented that "if other radio sponsors had the faith in their product that Mr. Tobin has in his ice hockey commercial broadcasts would produce much more effective results."

## MBS Reshuffle

CARTER PRODUCTS, New York, Dec. 30, starts sponsorship of Gabriel Heatter on MBS, Mon.-Wed.-Fri. 9-9:15 p.m. and Serutan Co., Jersey City, which formerly sponsored the MBS commentator on Friday, will carry him Tuesday and Thursday. At same time firms concurrently sponsoring Mr. Heatter will discontinue. They are Barbasol Co., R. B. Semler Inc. and Zonite Products Co. Dec. 27 Carter Products will discontinue sponsorship of John J. Anthony, heard Mon. through Fri. 1:45-2 p.m. MBS plans to build half-hour show for Mr. Anthony, available for sponsorship. Agency for Carter is Ted Bates Inc., New York, while Roy S. Durstine Inc., that city, handles Serutan account.

For a "HOT" buy in Denver ask your John Blair Man for rates on the RAY PERKINS SHOW — 2:30 to 4:00 P. M. daily. For quarter-hour participation, you pay only your proportionate share of the talent cost for this nationally known network personality beamed to the KFEL audience.

KFEL
DENVER
This is Mutual
5000 WATTS

Managed by GENE O FALLON since 1923 • Represented by BLAIR since 1937
The Lengthened Shadow of Men Who KNOW HOW From EXPERIENCE

WBNS
MAKES TIME
PAY
For Example
HOOPERATING
COLUMBUS, OHIO
Winter-Spring '45-'46
VOX POP
22.0
ASK ANY
BLAIR MAN

# A "HOT" SPOT PROGRAM IN HAWAII

## "ANSWER ME THIS"

There is no better spot buy in Hawaii than "ANSWER ME THIS"—a program as well known to the people of Hawaii as the Kamaainas* who make up the panel of LOCAL experts!

* Old timers in Hawaii.

*A KGMB production successfully sponsored for over forty weeks*

**HAWAIIAN BROADCASTING SYSTEM**

★ ★ CBS OUTLET IN HAWAII ★ ★

| KHBC | KGMB | KTOH |
|---|---|---|
| 250 Watts | 5000 Watts | 250 Watts |
| HILO, HAWAII | HONOLULU, OAHU | LIHUE, KAUAI |

CALL A JOHN BLAIR MAN

KANSAS CITY IS A KOZY MARKET

PORTER BLDG.
KANSAS CITY, MO.

EVERETT L. DILLARD
*General Manager*

ELIZABETH WHITEHEAD
*Station Director*

Pioneer FM Station in the Kansas City Area

*Ask for Rate Card 3*

## *Basis for Radio Market Evaluations Includes Many Factors, Says Analyst*

EDITOR, BROADCASTING:

The article by Dr. Victor J. Andrew, "How Many Stations Will Market Support?" in your Oct. 21 issue, has created apprehension on the part of several broadcasters with whom I have talked. They fear, and I share the view, that prospective broadcasters will use these tables as a sole basis for the evaluation of radio markets without due consideration to the many other factors involved.

**Other Factors**

The author is on very safe ground when he says, "Great increases in the number of broadcast stations now occurring will have a profound effect on the economics of the industry." With that statement there can be no quarrel.

We are also in agreement that retail sales represent the key to the evaluation of a given market. This practice is followed by our firm in economic studies. However, it is of the utmost importance that many other factors entering into the evaluation of radio markets which are of equal or greater importance be given due weight. For example, the Andrew tables do not take into consideration the adjacency of other cities or metropolitan areas nor the service received in the area under study from distant stations. I cannot agree with the Andrew assumption, "Now nearby smaller cities and immediate suburbs of large cities will function as independent units in the operation of radio stations where in former years they could best be considered functionally part of the larger city." From an economic standpoint, in most instances, they must still be considered part of the larger metropolitan area.

We have found in our economic studies that the 1944 radio sales of metropolitan areas have a direct relationship to 1939 U. S. Census Retail Trade Figures. In all areas of the country this ratio falls somewhere between .3% and 2.7%. It should be noted that the lower percentage and the highest percentage found vary by a ratio of 1 to 9. Quite a sizeable potential error if one is going to invest hard-earned dollars upon appraisal of a market using only retail sales as a guide.

Here are some of the factors which account for this wide range in market fertility.

1. The number of stations serving an area.
2. The aggressiveness and sales policies of the stations.
3. Advertising habits of local business people.
4. Density of radio population.
5. Progressiveness of local merchants.
6. Competition with other media.
7. Extent of radio service from outside stations.
8. Coverage area and population served by the station under study.

It is dangerously misleading to group AM, FM and TV together for market appraisals. All industry statistical economic data are based on AM operations. Neither FM nor TV has developed commercially to the point where economic predictions can be made. Even when economic experience data does become available for FM and TV, combination of this data with AM statistics will require expert and careful handling.

The experience of this firm points conclusively to the need for careful local studies in addition to statistical analysis in the evaluation of proposed radio stations.

HOWARD S. FRAZIER.
Frazier & Peter.

## Television Value To Retailers Told

### Clients of New York Agency Urged to Get Into Video

"TELEVISION presents a tremendous opportunity for retailers," Sidney Garfield, president of Hershon-Garfield Co., New York, said at a press conference last week in New York.

"We're encouraging our clients to get into television because most of their products have to be sold visually. We believe that it will be one of the prime consumer media," Mr. Garfield continued.

Mr. Garfield explained that the agency was expanding because of television and was planning to open a California office after the first of the year. The New York office's television department is under the supervision of William Green.

The agency has bought from ABC a seven-week series of half-hour shows beginning Nov. 14 with option to renew for an additional seven weeks. The shows will be telecast on WABD, Du Mont station.

**Weekly Cost $500**

The cost of the program will be $500 weekly. The agency plans to have its many clients help sponsor the show. The first program will be sponsored by Natura Yarn Fabrics, Thursday evening, 8-8:30 p. m. The show will be *Badminton by Video* featuring Carl Loveday, topranking amateur badminton player in the country.

As part of the commercial, Natura will present a short preview of its over-all advertising campaign in newspapers and magazines in coming months.

Some of the future shows will feature a program outlining the history of the advertising agency, and the behind-scenes of the advertising business.

Mr. Garfield predicted that in time there might be film jockeys in television just as there are now platter jockeys in radio.

**MIX-UPS** in messages and phone calls for two Bob Millers attending the School Broadcast Conference, Chicago, finally were cleared up when the two Bobs met at the WSBC Chicago exhibit. With mustache is Bob Miller, production manager of WBEZ, Chicago Board of Education Radio Council station; without mustache, Bob Miller, WSBC general manager.

## Federal Reports 18 FM Transmitters Shipped

EIGHTEEN FM transmitters, built and recently shipped by Federal Telephone & Radio Corp., Newark, N. J., are now on the air or will be within the next 30 days, Norman E. Wunderlich, FTR executive sales director, announced last week. Most of the installations are 3 kw, he said, but some are 10 kw. "We expect to have at least 25 FM transmitters on the air by Jan. 1," he added.

Stations now using or about to use the FM transmitters are: KWK WWL WSAP WBEN WINC WMBH WHIS WJLS WOAI WMPG WEW WMRC WTCN WSVA WPAD KOWH WELD WHLD.

## It's KOPY Now

KTHT-FM Houston last Thursday formally became KOPY, operating with 1 kw power on 98.5 mc. Adjunct of KTHT and owned by Roy Hofheinz, former Houston county judge, KOPY is being programmed independent of KTHT and is on the air fulltime. KOPY already has sold six hours daily.

DOING A PEACH OF A JOB

KFXJ
GRAND JUNCTION
920 KC 1000 WATTS
MUTUAL

SERVING THE RICH FRUIT BELT OF WESTERN COLORADO

# "HOT" Spots In Utah

RING THE BELL

**"SOMETHING FOR THE LADIES"**-- a typical KDYL showmanship production -- proves its drawing power by the way Salt Lake women clamor for tickets to the broadcasts from the KDYL Radio Playhouse. It's a half-hour show, 10:30 to 11:00 every morning, Monday through Friday, climaxed with an audience show from the Playhouse each Saturday.

**"TIME ON MY HANDS"**-- another popular daytime feature invites listeners to enjoy a restful interlude with Jerry Burns every afternoon at 4:00, Monday through Friday... and DO they like it! It's a good example of the versatility of KDYL's production staff.

**ALSO ASK JOHN BLAIR** about "Music in the Continental Manner" featuring the violin of Eugene Jelesnik, conductor... and other "hot" spots that ring the bell.

**KDYL**
SALT LAKE CITY
UTAH'S **NBC** STATION

*National Representative:* **John Blair & Co.**

SELL SAN DIEGO
NUMBER 1 U.S. CITY IN SALES INCREASE
SALES + SERVICE UP 243.16%* SINCE 1939 *SALES MANAGEMENT
148,410** RADIO FAMILIES ** BROADCAST MEASURING BUREAU
and sell it best with
KSDJ
CLEAR CHANNEL • 1170 Kilocycles
5000 WATTS
AFFILIATED WITH
CBS
KSDJ is the broadcasting brother of San Diego's Great Newspaper-the Daily JOURNAL
Purnell H. Gould, Gen. Manager
Geo. C. Smith, Sales Manager
REPRESENTED NATIONALLY BY
FREE & PETERS

## New Weather Service To Aid Business Men

NEW aid to business and industry through creation of a division to provide long-range weather probabilities has been set up in the Dept. of Commerce by the U. S. Weather Bureau. The division will apply war-developed techniques to business by stating the odds for a kind of weather or combination of weather conditions.

Timing of advertising to long-range weather analysis will make use of media more effective, according to Dr. W. C. Jacobs, Weather Bureau climatologist. Knowing the odds for a certain type of weather, the business man can play them to his advantage, Dr. Jacobs said.

## Red Cross Lauds Radio Aid in 1946 Campaign

"RADIO set a new record," proclaims the booklet on "How the Red Cross Story Was Told" for the 1946 fund campaign. Radio's contribution reached an all-time peak with 846 network broadcasts, the piece says, and 3,381,000,000 listener impressions between Feb. 24 and March 31. "Each radio listener in the United States heard a Red Cross message an average of 35 times," according to the booklet.

Also cited are special appeals, such as the President's on all networks, the contributions of radio talent, local stations' activities, etc. The booklet is illustrated with pictures of talent and shows.

*Mr. Dunville (l) and Mr. Callahan examine new WLW Transcription Division brochure.*

## Crosley Forming Transcription Firm

### Included in WLW Promotions And Headed by Callahan

CROSLEY Broadcasting Corp. last week announced formation of a transcription division to perform recording services of all kinds. The new unit is part of WLW Promotions Inc., and is headed by Walter A. Callahan, who concurrently was made vice president of WLW Promotions, according to Robert E. Dunville, vice president and general manager of Crosley Corp.

The new division will have a catalog of "solid quality shows," Mr. Callahan says. They will range from variety presentations with a cast of 50 or more, to simpler programs of folk music. Among them are *Little White House*, *All American Review*, *The Trail Blazers*, and *Hymn Time*. Most of the programs have been tested on WLW.

Crosley has sent out a brochure describing the new series, along with a description of Crosley production experience, development of network talent, technical facilities and present available WLW talent.

## Wain-Baruch Show

ANDRE BARUCH, network announcer, and his wife, Bea Wain, former *Hit Parade* singer, last week signed a five-year contract with WMCA New York to broadcast as *Mr. and Mrs. Music*, in a new kind of record show, beginning Dec. 2, for two periods each day, Monday through Saturday, 12:03-2 p. m. and 4:03-5:30 p. m. The station plans to promote the new show by transcriptions of comedy dialogues by radio and theatrical stars including Ralph Edwards, Joan Edwards, Guy Lombardo and others. WMCA will air these announcements on its own station and as paid commercials on other stations, not yet announced.

## Enter Radio Field

OVER 7,000 new firms entered radio and appliance fields in 1944-45, with many other stores starting new branches, according to a Dept. of Commerce statement. In the same period 800 businesses closed.

## Goldmark Outlines Proposals for TV

### Cites Interchangeability of CBS Color Standards

A PREVIEW of the CBS-proposed television standards which the FCC will review on Dec. 9 was given members of the New York Electrical Society last week in an address by Dr. Peter C. Goldmark, director of engineering research and development for CBS.

Dr. Goldmark said that simultaneous standards of color television transmission (such as those proposed by RCA) do not provide the same flexibility as the mechanical method (devised by CBS) and that these simultaneous standards "virtually preclude network operation in color and offer no assurance of color receivers within economic reach of the vast majority of the population."

"It is not commonly known," he said, "that the sequential transmission standards which CBS has proposed can be used for all basic forms of color television equipment now developed or likely to be developed in the next 10 years or more."

#### Describes CBS Color

Dr. Goldmark described the CBS sequential color method as "a universal one which functions not only with the single-tube pickup and single-tube production methods in operation today, but will also function interchangeably with three-tube methods, either pickup or reproduction, in the event future developments should prove them to be workable and economically desirable."

This he interpreted as indicating that "sequential standards give maximum flexibility to the future development of color television art, and at the same time, facilitate nationwide color television standards and low-cost color receivers."

The CBS television expert illustrated his talk with slides throughout the evening and conducted an informal question and answer period at the close of his talk.

KPAC
MBS
BMB

RESULTS?
THAT'S US!
CHNS
HALIFAX NOVA SCOTIA
Maritimes Busiest Station
5000 WATTS—SOON!
Interested? Ask
JOS. WEED & CO.,
350 Madison Ave., New York

# TWO ON THE 50 YD. LINE

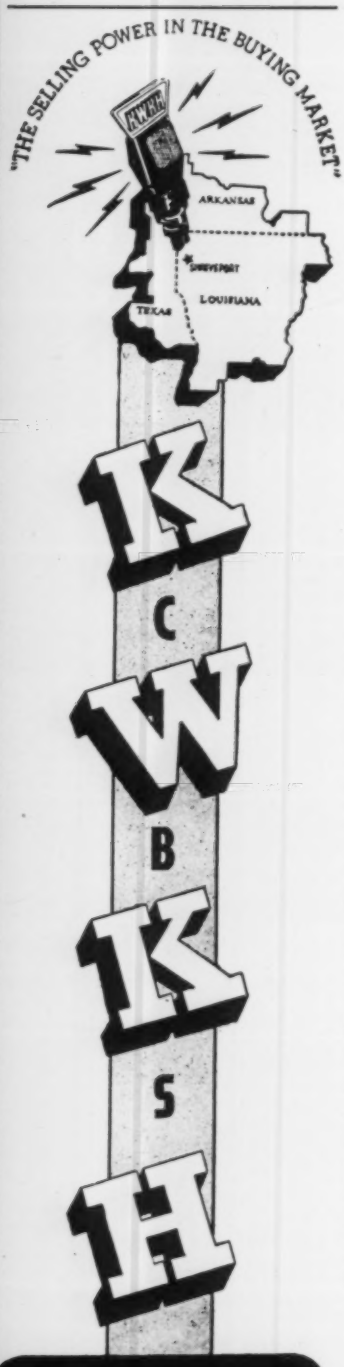
HIGH on the long list of things that has made WFBR Baltimore outstanding in Baltimore as the one complete radio station is its ability to produce radio programs that appeal to Baltimore listeners.

Started two years ago as a public service for teen-agers the Scholastic Scrapbook has built a wide audience with scholastic listeners. This audience is yours for the buying. By the same token a host of Baltimore men is waiting for you on WFBR's Quiz 'N Tell.

*Ask the Blair man about these openings.*

MEMBER—AMERICAN BROADCASTING CO. NATIONAL REPRESENTATIVE—JOHN BLAIR & CO.

**WFBR**




THE SHREVEPORT TIMES STATION
Shreveport, La.

In the Ark-La-Tex Area, KWKH, with its 50,000 Watts is the No. 1 Medium with full coverage and SELLING POWER in this prosperous market.

The Branham Co


# Excise Tax on TV Sets Is Attacked

## Sonora Head Says Growth Of Industry Retarded

THE 10% Federal excise tax on television sets is a "definite deterrent to production and sales," Joseph Gerl, president of Sonora Radio & Television Corp., said Thursday in an address before the Washington, D. C., Kiwanis Club. He urged that this tax be set aside for a period of five years or "until the industry gets on its feet and television stations and receivers become common."

Denying that the receiver manufacturers have any objection to excise taxes on luxury items, Mr. Gerl pointed out that what is asked is protection for an infant industry, which produced only about 10,000 video sets prewar and less than that number since V-J Day.

In addition to what television offers the public in entertainment and education, he said, its growth "should add considerable to the nation's enjoyment. Without the handicap of a Federal excise tax the television industry should sell about 25,000,000 new television receivers in the next decade. The industry calculates that about 2,500,000 new jobs will be created for television retailers, distributors' service and repairmen, for employes in television set factories, for television engineers, and for a host of actors and actresses who will produce the hundreds of thousands of television shows annually.

"But," he concluded, "this growth is predicated on the hope that the television industry—both manufacturers and broadcasters—will have some early relief from the Federal excise tax so that television receivers will be more readily available to the American public at more reasonable prices. After the initial period of five years the industry sees no harm in the excise tax, but during that early stage the tax is a definite deterrent to production and sales."

## General Mills Video

GENERAL MILLS, Minneapolis (Wheaties), will sponsor telecasts of ABC's Wednesday Blackhawks hockey games from the Chicago Stadium, and seven telecasts of wrestling matches from the Rainbo Arena in Chicago on Wednesday evenings when the Blackhawks play out-of-town games. Joe Wilson, ABC sports commentator, will announce both the hockey and wrestling matches which will go on the air at 8:30 p.m., using facilities of WBKB Chicago. In addition to the Wednesday games, ABC has arranged with the Blackhawks to telecast the team's Sunday home games starting last week and continuing through March 16. Agency for General Mills is Knox Reeves, Minneapolis.

# *HUSTED AND KELLEY GET GM PROMOTIONS*

Mrs. HUSTED

THE ORIGINAL Betty Crocker of radio, Mrs. Marjorie Husted, director of General Mills Home Service Dept. for 20 years, last week was advanced to the newly-created post of consultant to the officers and executives of General Mills and its agencies in the field of contacts and relations with women.

The announcement made by Harry A. Bullis, president of General Mills, one of radio's oldest and heaviest radio users, also reported the promotion of Miss Janette Kelley, Mrs. Husted's assistant, as her successor.

Advancement of Mrs. Husted, Mr. Bullis said, will enable her to devote full time to studying and planning new home service and methods of contact with housewives. As director of the home service department Miss Kelley will have full charge of all administrative responsibilities. Both Mrs. Husted and Miss Kelley will be directly responsible to S. C. Gale, vice president in charge of advertising and public services.

Mrs. Husted was placed in charge of the Betty Crocker radio programs a year after joining the Washburn-Crosby Co., predecessor to General Mills, in 1924. Her original staff of five persons has expanded to 48 at the present time. Miss Kelley was director of Lever Bros. home service activities for 13 years until two years ago.

## New Tower Going Up

CONSTRUCTION has been started atop Peavine Mountain, seven miles from Reno, Nev., on a transmitter house for FM station KWRN, owned by Reno Newspapers Inc., publishers of *Reno Evening Gazette* and *Nevada State Journal*. The antenna will be 2,774 feet above average terrain. The station will operate with 9.7 kw radiated power. A relay transmitter and receiver for the Nevada State Police network and relay equipment for the Washoe County sheriff's office will be located in the KWRN transmitter house.

## J. T. Gelder Manages New Charleston Outlet

JOHN T. GELDER, former assistant manager of WKWK Wheeling, W. Va., is station manager of WKNA Charleston, W. Va., soon to go on the air on 950 kc with 1000 w, directional antenna.

The station is licensed to Joe L. Smith jr., who is also licensee of WJLS Beckley, W. Va. Robert Carroll is sales representative of the new station and Frank Shaffer, program and promotion manager. Other staff members include: Bob Provence, former newsman at WCKY Cincinnati, director of sports and special events; Mary Jordan, formerly of WJBK Detroit, director of women's activities, and A. J. Ginkel, chief engineer. Services are Standard Transcription and Press Assn. wire.

## Stuart Potter Launches New Agency in Chicago

NEW agency, Stuart Potter Inc., with offices at 840 N. Michigan Ave., opened in Chicago last week with Stuart Potter, former Campbell-Mithun account executive, as president and treasurer. Temporary phone is Superior 4561. Mr. Potter had been with Campbell-Mithun seven months and previously had been at Bozell & Jacobs, Omaha, and Caples Co. and Frank M. Comrie Co., Chicago.

First account of the new agency, Roberts Dairy Co., Omaha, has appropriated 90% of its budget to radio, Mr. Potter said.

## CKBI Switch

CHANGE OF CORPORATE name of CKBI Prince Albert, Sask., from Central Broadcasting System Ltd. to Central Broadcasting Company Ltd. brought change of ownership. Lloyd Moffatt, former president and sole shareholder, has sold station to Prince Albert business men. H. M. Sibbald, former mayor of Prince Albert, is president of new owning company, and E. A. Rawlinson is managing director. CKBI started as 100 w commercial station in 1934, increased to 1 kw in 1941, to 5 kw in July 1946. Station is on 900 kc.


*Pennsylvania's 9th Largest Market is served by*

**WARD**

**CBS in Johnstown**

*1490 Kc • 250 W*

# Sell Hoosiers—Hoosier Style—

## WITH PRE-TESTED, LIVE TALENT SHOWS!!

No one sells a Hoosier—*like a Hoosier*. And nowhere in the good state of Indiana will you find the equal of a WIBC pre-tested, live talent show when it comes to selling Hoosiers—*Hoosier-style*.

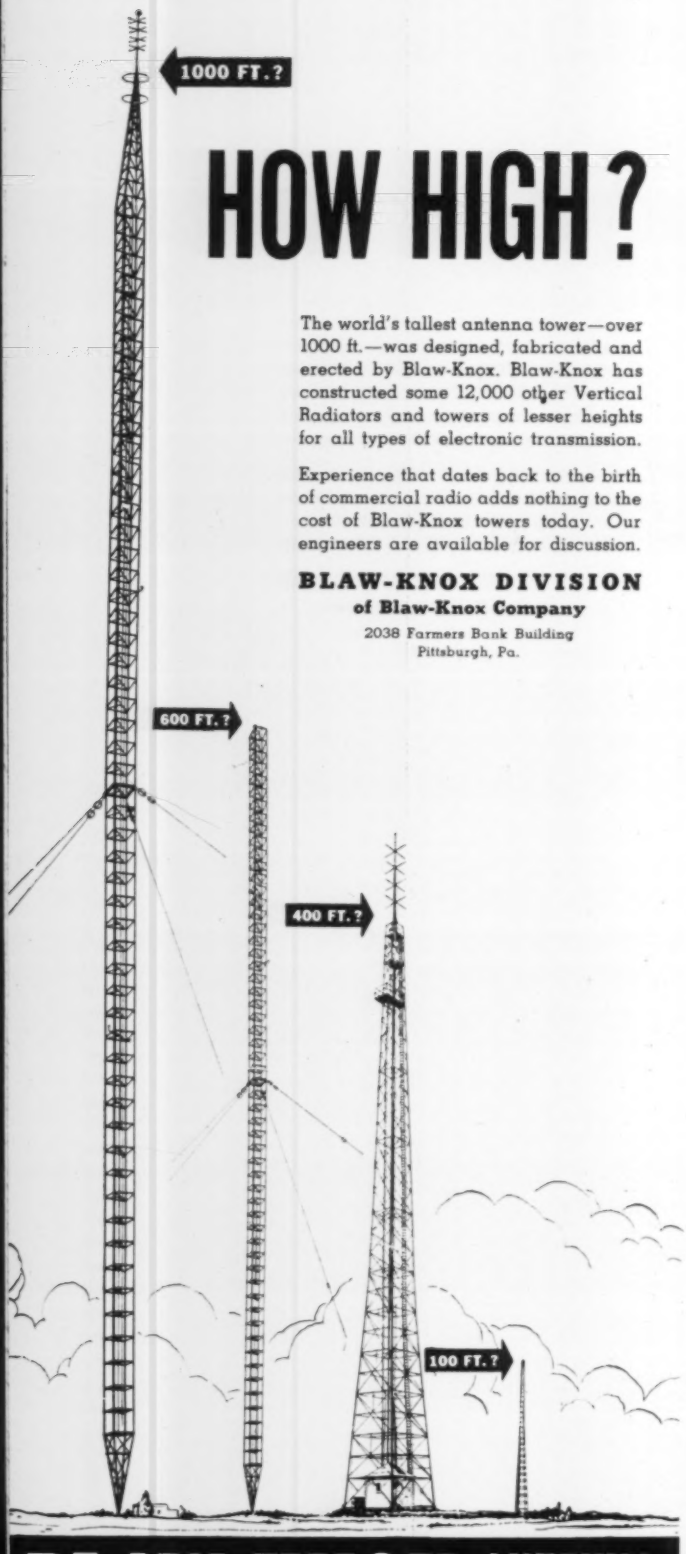
Here at "The Friendly Voice of The Indianapolis News," you'll find the largest live talent staff of any local station . . . a versatile staff rich in experience and creative ability and fully capable of writing, playing and producing the program that best meets your specifications.

So to reach your Indiana market with maximum effectiveness and at minimum cost, rely on *flexible* spot broadcasting via WIBC. The right spot for you may be "WIBC Coffee Shop," "P. M. Party" or one of the many other pre-tested programs already on the air . . . or it may call for a new live talent show cut to your own particular pattern. Your John Blair man will help you decide. He has all the information right at his fingertips.

**JOHN BLAIR & COMPANY • NATIONAL REPRESENTATIVES**

*Owned and Operated by The Indianapolis News*

**WIBC** Mutual Outlet in Indianapolis




# HOW HIGH?

The world's tallest antenna tower—over 1000 ft.—was designed, fabricated and erected by Blaw-Knox. Blaw-Knox has constructed some 12,000 other Vertical Radiators and towers of lesser heights for all types of electronic transmission.

Experience that dates back to the birth of commercial radio adds nothing to the cost of Blaw-Knox towers today. Our engineers are available for discussion.

**BLAW-KNOX DIVISION**
**of Blaw-Knox Company**
2038 Farmers Bank Building
Pittsburgh, Pa.

**BLAW-KNOX ANTENNA TOWERS**


## *HUDSON ADDRESSES PHILADELPHIA MEET*

IN a Philadelphia address last week to mayors and other city officials assembled for the National Conference on Government, CBS Director of Education Robert B. Hudson said that municipal authorities throughout the U. S. should "awake to the potentialities of radio as an instrument of civic education" and that personnel should be trained "to use the medium effectively."

Mr. Hudson, discussing the mass media of communication (print, radio, and films) stated that democracy is impossible without their effectiveness. "These three media," he stated, "along with modern transportation make possible such democracy as we have in America. Together they are responsible for the shrinking globe; without them the 'one world' concept is unthinkable."

Pointing to such local broadcasts as KMOX's *St. Louis Speaks*, WTAG's *Worcester and the World*, and WTOP Washington's *Youth Takes a Stand*, the CBS education director told his audience of municipal leaders that "municipal officials and municipal governments per se have seldom availed themselves of radio as an instrument of civic education except at the behest of a radio station or of some other citizens group in the community. In other words, municipal officials have to be dragged out of their offices by persuasion and main force to get them before a microphone."

## Seek Philadelphia AM

FORMATION of a partnership, known as 69th Street Broadcasters, comprising Hal Seville, former station manager in Pennsylvania and Maryland; Fred Dienert, ex-WPEN Philadelphia salesman, and John W. Davis, furniture manufacturer of Haddenfield, N. J., was announced last week coincident with plans for filing for an AM station in Philadelphia seeking 1 kw daytime on a clear channel. Mr. Seville last month resigned as general manager of Rahall Broadcasting Corp., which operates the new WNAR Norristown, Pa., and holds other radio authorizations.

## Canada Placements

CANADIAN ADVERTISING agencies placed $42,000,000 of advertising in 1945, according to a report of the Dominion Bureau of Statistics, Ottawa. Of this amount 20%, $8,400,000, was spent on radio advertising. Twelve agencies with billings of over $1,000,000 each, placed $28,500,000 of advertising, of which approximately $5,400,000 was spent in radio advertising. Eleven agencies placed between $500,000 and $999,999, seventeen agencies between $100,000 and $499,999, and seven agencies below $100,000. Latter agencies placed least radio advertising.

COIN-IN-THE-SLOT video receiver developed by Tradio Inc., which plans to install sets in homes without charge, collecting on a pay-as-used basis of 50 cents a half-hour. Initial sets will be made with 5" and 7" tubes, possibly larger ones in later models.

## *PUBLIC CONFIDENCE IS DISCUSSED AT ACA*

IN A TORONTO address last week to the Assn. of Canadian Advertisers, Henry E. Abt, managing director of the Brand Names Foundation, said that public confidence in advertising has tended to be undermined by the dissemination of economic fallacies during the past decade.

Mr. Abt, announcing the results of a public opinion survey of the extent to which people believed advertising, said the poll revealed that more than 60% of those whose faith and acceptance had been lessened came to that point of view through influences separate from the advertising itself.

Results of the poll, which the Brand Names Foundation commissioned Fact Finders Assoc. to make, showed:

"45½% of those polled said they discounted advertising only slightly; 28.1% discounted it considerably; 16.5% discounted advertising greatly, and 9.8% discounted it totally.

"30½% discounted advertising more than they did 10 years ago; 49.4% discounted it about the same then as they do now, and 20% discounted it less today."

Explaining that the survey indicates the advertising dollar to be down 10 or 15 cents from its value a decade ago, Mr. Abt called upon the advertising profession to protect its practices from discredit within its own ranks or by unfavorable and distorted outside propaganda. "Advertising's answer to false ideas and fallacious propaganda," he said, "is to tell the truth."

# Thank YOU for Telling Us...

"We are in receipt of your recent material promoting Cavalcade of America through your station. Thanks very much for your continued co-operation."

*Batten, Barton, Durstine & Osborn, Inc.*

"We indeed appreciate your interest and efforts . . . and in behalf of ourselves and our client, Procter & Gamble, we would like to extend to you our sincere thanks."

*Pedlar & Ryan, Inc.*

"This is to say thanks for KSD's fine promotion in behalf of our NBC show. The advertising . . . is greatly appreciated by us and will be equally appreciated by the client, General Foods Corporation."

*Benton & Bowles, Inc.*

"Needless to say, your continued support of this program is excellent, and we hope you realize how sincerely both the client and agency appreciate your efforts."

*Compton Advertising, Inc.*

"We want you to know that we very much appreciate your effort to gain for the Colgate "Sports Newsreel" an ever-increasing audience."

*Sherman & Marquette, Inc.*

"I wish to express my gratitude to you for the promotional material you have forwarded us on behalf of 'The Life of Riley' program."

*The Biow Company*

"We appreciate your promotional activities and have called this latest effort to the attention of Allis-Chalmers officials."

*Bert S. Gittins, Advertising*

"Thanks for the tear-sheet . . . featuring our Jack Haley Sealtest Program. This co-operation is very much appreciated."

*McKee & Albright, Inc.*

***(The Above Excerpts Are Typical of Many Expressions Which KSD Is Receiving in Acknowledgement of KSD's Promotion Activities)***

KSD NBC AP

KSD is the NBC basic station for St. Louis; it is 225 miles to the nearest other NBC basic outlet. KSD is the only broadcasting station in St. Louis with the full service of the Associated Press—the AP news wires plus the PA radio wire. KSD is recognized throughout its listening area for its high standard of programming and advertising acceptance. To sell the great St. Louis Market, use "The Combination that Clicks"—KSD-NBC-AP.

# KSD

**ST. LOUIS • 550 K(**

*Owned and Operated by the*

**ST. LOUIS POST-DISPATC**

*National Advertising Representatives*

**FREE & PETERS, INC.**

NO. 4 OF A SERIES

"I'm Eddie Johnson"

Tommy's uncle is working at his first civilian job, and he's found out that plenty of civilians get up before 10 in the morning! Right now he's behind schedule. John Ford's morning news program is on, and Eddie should be eating breakfast. John Ford's news program is almost as important as a cup of coffee (nothing could be just as important) to Minneapolis and St. Paul people. Eddie better hurry.

You better hurry, too, and get your message on

WTCN MINNEAPOLIS WTCN ST. PAUL

The DOUBLE-DUTY STATION

Serving two-thirds of the state's buying power rural—urban

ABC... plus High-listener locals!

FREE and PETERS
National Representatives

# In The Public Interest

**Snowbound Voters Get Help**

MANY SNOWBOUND residents of Colorado who otherwise would have been unable to cast their ballots in the November 5 election were able to vote as a result of assistance given by KGHF Pueblo. The Colorado blizzard prevented delivery of election supplies to some of the state's polling places, but under Colorado law voters are permitted to make their own ballots and select their own election judges when an emergency prevents delivery of the usual supplies. KGHF first made several spot announcements telling its listeners that at a designated time the complete list of candidates would be read slowly so that listeners could copy them and prepare their own ballots. Then at the specified time Cliff Hendrix, KGHF program director, who originated the idea, read the candidates' names from a sample ballot. "Many voters took advantage of the service," Mr. Hendrix reports.

* * *

**All-Night Duty During Storm**

KMYR Denver news and announcing staff stayed at the station all night to give KMYR listeners important information on weather and transportation conditions when, after 70 hours of continuous snow, Denver on Monday, Nov. 4, found itself digging out from Colorado's worst snowstorm in 33 years. Detailed information was presented hourly as to which tramway lines were in operation. Highway conditions were described. The station also broadcast cancellations of school and club functions.

* * *

**Accident Victim Kin Found**

WOAI San Antonio was able to locate the family of an accident victim Nov. 1 within 15 minutes after receiving an emergency call from Houston telling of the victim's death. Newscaster Austin Williams was asked to make an announcement on his broadcast that efforts were being made to locate the victim's brother, Murphy McDonald, who had moved to San Antonio and whose address was unknown. The announcement was made and was heard by Mr. McDonald, who telephoned the newscaster.

* * *

**Help Launch Fund Drive**

BOSTON RADIO stations went all out to help in launching Greater Boston's 1947 Community Fund campaign. Opening day events included an on-the-spot broadcast by Chick Morris, WBZ special events director, from campaign headquarters and the appearance of the campaign chairman, John E. Lawrence, on Dick Doty's *Boston Air Journal* over WCOP. *Adventures of the Red Feather Man*, a 15-minute transcription series depicting real life stories of people helped by Red Feather services, is being aired thrice weekly at 7:15 p.m. over WHDH. WNAC's *Quiz of Two Cities* Nov. 1 from 8-8:30 p.m. and *Quizzing the Wives* Nov. 8 from 10-10:15 a.m. both featured Community Fund contestants. When Gene Autry, CBS star, serenaded campaign workers at Fund headquarters the event was aired by WEEI. WEEI also was the outlet for a religious broadcast of interest to persons of all creeds on Red Feather Nov. 10.

* * *

**Help in Disaster**

RADIO LISTENERS quickly came to the aid of a Toronto family whose home was totally destroyed by fire while the parents were at work and the children at school. In a morning broadcast on CFRB Toronto, Michael Fitzgerald, m.c. of *Top O' The Morning* program, told of the case. That evening the family had enough furniture and clothing donated, as well as cash, to start housekeeping again in the one room of their uninsured house which had not been completely destroyed.

* * *

**WARL Goes to School**

WARL Arlington, Va., new daytime outlet, in conjunction with Arlington County Superintendent of Schools Fletcher Kemp has worked out a schedule of public school broadcasts ranging from current events series for sociology and civics classes to football game programs. Plans already are underway for a WARL studio in the Washington-Lee High School from which music programs by various junior and high school orchestras and glee clubs will be broadcast. Major sporting events will be aired from the field and dramatic programs from school auditorium. Special news program, written for pupils and prepared with the assistance of teachers in relative courses, will be sent direct to classrooms via the various school public address systems. *School Bulletin Board* is being aired daily 7:30 a. m. Also scheduled are programs from the classroom.

ZIA NETWORK

WHAT IS IT?

ASK ANY HOMER GRIFFITH MAN!

An All-Time Favorite

I GIVE YOU MY WORD

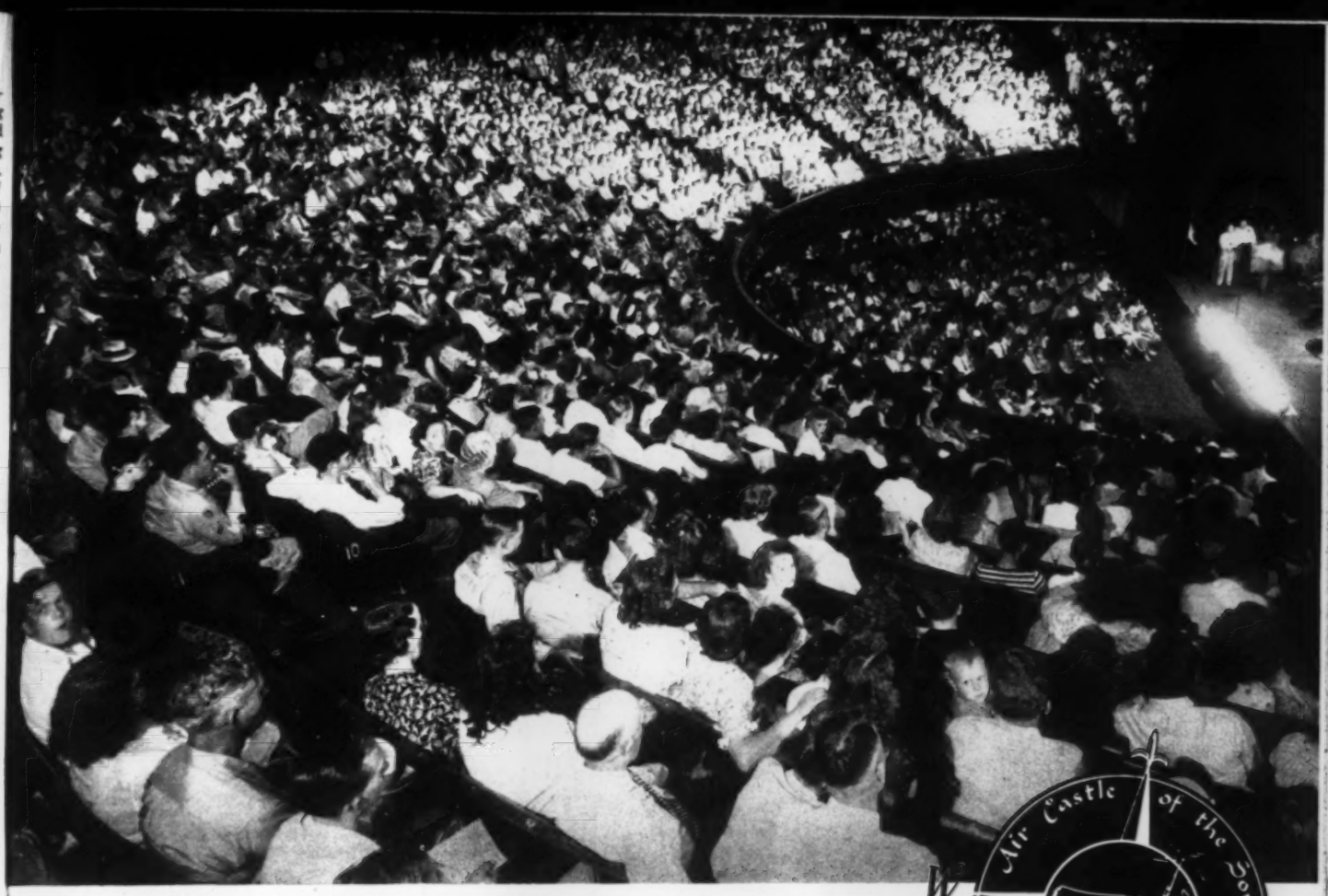
Published by
BROADCAST MUSIC, INC.

* * *

Performance Rights Licensed Through

BMI

BROADCAST MUSIC, INC.
580 Fifth Ave., New York 19, N.Y.



# MORE THAN YOU PAY FOR

WSM's 50,000 watt Clear Channel coverage beamed into our vast coverage area has introduced this station's talent to literally millions of people all over the country.

Proof of this is the box office appeal of our stars. Last year alone, WSM talent made 1,660 personal appearances in 25 states. To see these performances, more than a *half-million* people paid more than $250,000.

(And this figure does not include the quarter-million people who came to Nashville from all 48 states to witness the Grand Ole Opry — nor the thousands of visitors who comprise daily audiences for WSM shows in our own studios.)

These statistics give a graphic picture—

But, there are no figures which can represent the enormous amount of good will these personal appearances create. Good will that is transmitted to the advertisers who sponsor this WSM live talent.

The final result is worth thousands of dollars. But the cost to the advertisers?—*Not one red cent.*

Smart sponsors look to WSM for the *maximum return* on their every advertising dollar.

*"The Best in Broadcasting"*

W Air Castle of the South &

650 KILOCYCLES · 50,000 WATTS · NBC AFFILIATE · CLEAR CHANNEL

# WSM

## NASHVILLE

•

**HARRY STONE, *Gen. Mgr.***

**JACK HARRIS, *Asst. Gen. Mgr.***

**WINSTON S. DUSTIN, *Comm. Mgr.***

•

**EDWARD PETRY & CO.**

***National Representatives***

"FULL GROWN"

WDOD
21st YEAR
CBS
5,000 WATTS DAY AND NIGHT
PAUL H. RAYMER
NATIONAL
REPRESENTATIVES
first
IN
CHATTANOOGA

NATIONAL REPRESENTATIVES • PAUL H. RAYMER CO.



When you buy
CBS
be sure you get
KERN
BAKERSFIELD, CALIFORNIA

KERN
1000 WATTS ★ 1410 KC.

PAUL H. RAYMER CO., National Representatives


# MANAGEMENT

**DON C. WIRTH**, vice president and managing director of the Wisconsin Network, for 2½ years, has resigned effective Dec. 1. Vice president of Neenah-Menasha Broadcasting Co., recent AM grantee at Neenah, Wis., he will devote fulltime to new station as general manager. Neenah assignment is 1 kw daytime on 1280 kc. Mr. Wirth is former assistant manager of WMAM Marinette, Wis. He previously had been with WTMJ WIBA WOMT WHBL.

**LESLIE W. JOY**, general manager of KYW Philadelphia, has been elected a director of the Walnut Street Assn., Philadelphia business group.

**JOHN F. ROYAL**, NBC vice president in charge of television, Nov. 20 will speak on "Today's Television Programming" at a special open luncheon meeting to be held by American Television Society at the Hotel Roosevelt in New York.

**JAMES M. LeGATE**, general manager of WIOD Miami, Fla., and president of the Florida Assciation of Broadcasters, Nov. 7-8 attended the Radio and Press and Highway Safety Conference called by Gov. Millard Caldwell of Florida at Orlando.

**MRS. EVELYN HICKS**, vice president and general manager of WTNB Birmingham, was forced to cancel a contemplated trip to New York and Washington because of serious illness of her daughter, who had been vacationing in Florida.

**EMILIO AZCARRAGUA**, president of XEW and XEQ Mexico City and operator of Mexico's largest network, was in Washington last week on official as well as private affairs. He had attended the NAB Convention in Chicago last month.

**ROBERT T. MASON**, owner of WMRN Marion, Ohio, has been elected president of the Marion Chamber of Commerce.

**EDGAR KOBAK**, president of MBS, was guest speaker last week at a luncheon meeting of the New York Sales Executives Club. In an extemporaneous speech titled, "Stuffed Shirts Are in Style Again," the Mutual president said that "at least 50% of the men and women in any group—including my own organization—are stuffed shirts. Don't be a leaner; be a leader."

**PHIL HOFFMAN**, manager of KRNT Des Moines, entertained entire station personnel and their guests Nov. 10 at dinner-theatre party. The group of more than a 100 attended performance of "Up in Central Park" at KRNT Theatre.

**J. R. LINKWATER** has been appointed manager of CKRN Rouyn and affiliated stations CHAD Amos and CKVD Val d'Or, Que.

**HAWAII BOUND** was this trio to oversee management and technical operations of KVPO Honolulu's 10,000 w station scheduled for operation shortly after start of new year. Departing (l to r) are: Frank Webb, newly appointed general manager, Mrs. Webb and Homer R. Johnson, station's supervising engineer.

## NEW FM RATE CARD
### Time on WGHF New York City To Cost $100 an Hour

WGHF, New York City FM station, has issued its first rate card. Included, in addition to rates for general broadcasting and announcements, is an announcement concerning facsimile advertising, as well as general information about the station and brief data concerning agency commission, weather reports, contract and other requirements, closing time, length of commercials, service facilities, remote control, transcriptions, news and mechanical program equipment.

WGHF's general broadcasting rates for a full hour's time will be $100 after 6 p. m. and $50 before 6 p. m., for a half-hour $60 after 6 and $30 before 6, for a quarter-hour $40 after 6 and $20 before 6. One-minute announcements will cost $10 after 6 p. m. and $5 before 6, with the stipulation that they must be made at least thrice weekly. Minimum contract for one-minute announcements will be eight weeks.

WGHF is licensed to operate full time. Its present schedule is 2-9 p. m.

## Lanham Act Explained To Chicago Radio Group

CHICAGO Attorney John B. Moser, who has specialized in legal cases concerning radio, told a group of Chicago Radio Management Club members Wednesday that present slogan sound effects and other means used to identify products can be protected by law, effective July 5, 1946 [BROADCASTING, July 22].

Mr. Moser referred to the Lanham Act, public law 489, which became law July 5, 1946 as a result of litigation between Coca Cola Co. and other beverage firms seeking to make use of the words coca or cola to identify their products.

One of the most important features of the Lanham Act, Mr. Moser said, was that it opens the door to registration of service marks. He cited as examples such famous slogans as "Ask The Man Who Owns One," "They Satisfy" and such effects as NBC chimes, Cresta Blanca's musical theme and the Philip Morris theme. Even public domain music may be registered when it is used to identify the sponsor or his product, Mr. Moser said.

Mr. Moser said advertising agencies should investigate the legal provisions of the act to protect their interests in advertising slogans or special effects which they have created.

# GETS ACE SPORTSCASTERS!

## BIG AUDIENCE BUILDERS

With two big name sportscasters bringing them play by play descriptions of every OCU football game . . . KTOK sports fans are staying glued to their radios! France Laux and Bob Ingham, nationally known sport commentators, have added their talents to KTOK's programming . . . building up an audience . . . and a loyal one . . . an audience that'll follow them through the 1946 football season.

With seventeen years of experience, Laux has broadcast everything from Davis Cup Tennis Matches to Bowling, and has aired approximately two hundred football games up to this season. Ingham, too, is a seasoned veteran in sportscasting. The combined talents of the two mean BIG AUDIENCE BUILDERS!

**Hooper Station Listening Index – City Zone**
Oklahoma City — August-September, 1946
20,027 Sets in Use This Period

| INDEX | SETS IN USE | KTOK | STATION A | STATION B | STATION C |
|---|---|---|---|---|---|
| WEEKDAY MORNING Monday Thru Friday 8:00 A.M.—12:00 NOON | 13.8 | 40.1 | 20.9 | 10.3 | 6.7 |
| WEEKDAY AFTERNOON Monday Thru Friday 12:00 NOON—6:00 P.M. | 14.7 | 18.9 | 48.7 | 14.1 | 15.5 |
| EVENING Sunday Thru Saturday 6:00 P.M.—10:00 P.M. | 18.0 | 22.5 | 41.4 | 23.0 | 13.4 |
| SATURDAY AFTERNOON 12:00 NOON—6:00 P.M. | 17.0 | 31.4 | 25.2 | 16.1 | 25.9 |
| SATURDAY DAYTIME 8:00 A.M.—6:00 P.M. | 12.1 | 20.8 | 27.1 | 23.8 | 28.7 |
| TOTAL* RATED TIME PERIODS | 15.2 | 25.0 | 39.3 | 17.7 | 16.4 |

250 WATTS **ktok** 1400 KC.

OKLAHOMA CITY

AFFILIATED WITH
AMERICAN BROADCASTING COMPANY, INC.
KEY STATION OF THE OKLAHOMA NETWORK
TAYLOR HOWE-SNOWDEN *Radio Sales*

YOUR SUPER SALESMAN IN THE OKLAHOMA CITY TRADE AREA

# WBA

| TYPE OF PRODUCT | Consumer Preference | Distribution |
|---|---|---|
| BREAD "A" | 60% | 96% |
| BREAD "B" | 27% | 95% |
| BREAD "C" | 6% | 66% |
| BREAD—OTHERS | 7% | 64% |
| CATSUP "A" | 53% | 72% |
| CATSUP "B" | 28% | 68% |
| CATSUP "C" | 3% | 23% |
| CATSUP—OTHERS | 16% | 18% |
| CHEESE SPREADS "A" | 48% | 74% |
| CHEESE SPREADS "B" | 35% | 58% |
| CHEESE SPREADS "C" | 2% | 28% |
| CHEESE SPREADS—OTHERS | 15% | 17% |
| CLEANSER "A" | 77% | 96% |
| CLEANSER "B" | 9% | 80% |
| CLEANSER "C" | 6% | 76% |
| CLEANSER—OTHERS | 8% | 64% |

| TYPE OF PRODUCT | Consumer Preference | Distribution |
|---|---|---|
| COFFEE "A" | 71% | 98% |
| COFFEE "B" | 13% | 86% |
| COFFEE "C" | 13% | 82% |
| COFFEE—OTHERS | 3% | 66% |
| DOG FOOD "A" | 15% | 50% |
| DOG FOOD "B" | 15% | 38% |
| DOG FOOD "C" | 12% | 29% |
| DOG FOOD—OTHERS | 58% | 28% |
| PEANUT BUTTER "A" | 45% | 68% |
| PEANUT BUTTER "B" | 20% | 28% |
| PEANUT BUTTER "C" | 6% | 20% |
| PEANUT BUTTER—OTHERS | 29% | 13% |
| CANNED SOUP "A" | 97% | 99% |
| CANNED SOUP "B" | 2% | 81% |
| CANNED SOUP "C" | 00% | 00% |
| CANNED SOUP—OTHERS | 1% | 19% |

***NATIONALLY REPRESENTED BY EDWARD PETRY & COMPANY***

*—This is just a partial list of the products surveyed. For complete list see coupon at right.*

# AL knows the score!

## *We've just completed a thorough survey of sales of leading products sold in food stores in the Baltimore area*

How much coffee is sold in Baltimore? How much soap powder? Who sells the most peanut butter in the country's sixth largest city? (That's Baltimore). Who leads the field in canned soup? WBAL knows all the answers . . . . because we kept the score.

Our wide-awake Merchandise Department, under the supervision of Jack Tappin, did all the legwork themselves. Visited the stores personally, and have come up with some facts and figures that will set your eyes "a-poppin" and your ears "a-wigglin."

WBAL is making this information available to you. Just send the coupon below—check the product in which you are interested . . . . and a copy of the survey will be sent to you pronto. In some cases, a comparison with a similar survey made 6 months ago is included.

### MAIL THIS COUPON

STATION WBAL, BALTIMORE, MD.

*Please send me the survey I have checked:*

| | | |
|---|---|---|
| ☐ Apple Juice | ☐ Frosted Foods | ☐ Soft Drinks (sm.) |
| ☐ Baking Powder | ☐ Macaroni | ☐ Soup (Canned) |
| ☐ Bread | ☐ Milk (Fresh) | ☐ Soup (Dehydrated Mix) |
| ☐ Catsup | ☐ Mustard | ☐ Sparkling Sodas |
| ☐ Cheese Spreads | ☐ Peanut Butter | ☐ Table Salt |
| ☐ Cleansers | ☐ Prune Juice | ☐ Tea |
| ☐ Coffee | ☐ Pudding | ☐ Toilet Soap |
| ☐ Coffee (Instant) | ☐ Saltine Crackers | ☐ Wax (Liquid) |
| ☐ Dog Food | ☐ Soft Drinks (lg.) | ☐ Wax (Cake) |

*Name*.....

*Address*.....

WBAL
NBC NETWORK
50,000 WATTS
BALTIMORE
1
ONE OF AMERICA'S GREAT RADIO STATIONS

# Editorial

## AFRA's Effrontery

AND NOW AFRA moves into the slot as the nion to threaten radio with a nationwide strike. The only change from other such ultinatums is in identity, for the AFRA demands re an exact contractual replica of those of he American Federation of Musicians. AFM, owever, has but one star performer in the edoubtable James Caesar Petrillo, whereas AFRA is surfeited with them—the big name alent in the AFRA strongholds.

No research or clairvoyance is needed to scertain that AFRA is emulating Jimmy P. t is equally evident that AFRA is racing gainst a legislative deadline, for it, along ith labor generally, knows that the new Republican Congress overwhelmingly elected ov. 5, will follow the people's mandate and ut the brakes on union excesses.

AFRA demands an "unfair stations clause" rom the networks. It insists the networks ithhold service from stations which have not egotiated local AFRA contracts. The networks properly have rejected this as a "secndary boycott" and as violative of their conacts with affiliates. It also violates the Lea ct. So AFRA threatens.

It is equally obvious that, with such a udgeon, AFRA could force every network filiated station to knuckle under, or deprive em of network service. Thus it could force BC, CBS, ABC and MBS to become the FRA national organizing vehicle.

Jimmy's AFM tried the same thing. Jimmy's FM and Jimmy himself now are in court r violating the so-called Anti-Petrillo Act last Congress. It will be recalled that FRA, goaded largely by its pinko Hollywood cal, led the futile opposition to the Lea Bill. did 10 times the lobbying AFM undertook defeat the bill, for it knew that passage nd enforcement would nip its plan to jam FRA down the throats of broadcasters in e nonkey-station markets.

AFRA is a comparatively new union, as FL unions go. Heretofore it has moved with ution, following in the well-worn paths of e older, more experienced unions. Its latest ray, however, can well bring disaster. The mper of the public is clear; Republican conol of both houses of Congress demonstrated at. The vote was a protest against strikes d labor excesses and the lethargy of Coness in curbing union activity.

Would an AFRA strike be a strike against tworks, or stations, or advertisers or would be a strike against the public? And how ng would those big names remain big if they nt off the air? AFRA might ask ASCAP out that. Also the name bands.

It is clear that Congress is of a mind to act legislation that will hold unions equally sponsible with management under the Wagr Act; that will end labor racketeering; ban condary boycotts; regulate union welfare nds; make unions subject to suit for violaon of contracts; guarantee the right to work ee of union affiliation, and make unions subct to the internal revenue statutes. Irreonsible leadership has brought this about, adership that would rather strike than work.

Certainly AFRA, as a new union, would be ell-advised to withhold action pending an pression from Congress in January. Talent s a way of springing forth when needed. FRA doesn't yet have a stranglehold on all it—even in the key markets.

## For Good Law & Order

THESE ARE momentous days in the nation's welfare. Politically, the Government is a house divided, with Congress now Republican while the executive branch continues Democratic.

The impulse on Capitol Hill, after 14 years of second-fiddling, will be to probe, probe and probe and to cut, cut and cut. Radio has been a favorite topic in the Congressional forum ever since politicians learned that elections are won and lost over the microphone.

When a Congressional probe of radio is ordered, we hope it will be along strict legislative lines, looking toward the writing of a new radio law, not a witch-hunt. We should like to see a new law spelling out the specific functions of the FCC or its successor as a licensing authority; one that will safeguard beyond doubt radio's charter as a free speech medium and as a competitive enterprise.

And since Congress has seen fit to increase its own salaries, why shouldn't it increase the stipends of those holding Federal office? A $10,000 salary, which scales down to something around $6,000 after average deductions, certainly isn't adequate to induce top men to assume commissionerships on an agency like the FCC, or to keep them. We think it would be good economy, even for an economy-bent Congress, to raise such salaries to at least a $15,000 level so that able, qualified men could be induced to accept such assignments and stick with them as a "career."

## Fusion or Confusion?

RADIO'S first post-war convention season is over. Television Broadcasters Assn. had its second annual conference in early October. In late October, there was held in conjunction with the NAB Convention the final meeting of FM Broadcasters Inc. That organization adjourned *sine die*, to join NAB, recognizing that FM is part and parcel of broadcasting.

FMBI's action does not preclude FM broadcasters from undertaking a unified effort to exploit sale of FM receivers to hasten full-dress introduction of this medium. Steps already have been taken. They should be encouraged.

On the other hand, the regulatory, legislative, social and most of the business problems of those engaged in FM coincide with those in AM and in the other mass media. The NAB function is to perform for the entire radio family in a manner that will best protect radio as a free institution.

Before another NAB convention is held the question of television's niche is bound to arise. Should the TBA continue as an independent association outside the NAB fold? Television has all of the regulatory problems that beset aural broadcasting. Indeed, the medium simply starts at that point. For once visual radio becomes entrenched it will be confronted with the myriad operating, labor, review, distribution and private licensing clearances of the companion motion-picture field.

TBA, therefore, following the lead of FMBI and of the numerous earlier "independents," should become a part of NAB at the earliest expedient time. The organization, of course, can and should continue insofar as set sales and exploitation are concerned.

Unless all of the radio media unite in the fundamental task of keeping radio free, there will be duplication and lost motion. Most important, it will give aid and comfort and opportunity to the "divide and conquer" pressure groups who preach the authoritarian gospel of Government ownership.

## *Our Respects To—*

**ISAAC RHODES LOUNSBERRY III**

WHEN WGR Buffalo is officially transferred to the new WGR Broadcasting Corp. later this month, Isaac Rhodes Lounsberry III will be at once entering a new phase and continuing what amounts almost to a tradition in Buffalo radio.

It will be a new phase for him as president and manager of WGR under its new ownership, in which he has a 30% stock interest. But "Ike" Lounsberry's radio career in Buffalo dates back 21 years, long enough to establish himself as a tradition in the minds of both the industry and the public; and for 15 years he has been executive vice president and general manager of Buffalo Broadcasting Corp., which operated both WGR and WKBW, and, formerly, WKEN and his original WMAK, too.

Even when he disposed of his minority interest in Buffalo Broadcasting Co. and resigned the executive vice presidency and general managership last Aug. 2, Ike Lounsberry remained a formidable part of Buffalo radio. He wasn't "out" at all, even for the interim period, but stayed on as manager of WGR-WKBW pending FCC approval of the sale that would separate the stations.

That approval came Nov. 7 [BROADCASTING, Nov. 11], and under the terms of the $750,000 sale WGR Broadcasting Corp. takes over the ownership and operation of the station within 20 days. Leo J. Fitzpatrick, another veteran broadcaster, former vice president and general manager of WJR Detroit and identified with Detroit radio for more than 20 years, is associated with him as majority stockholder (70%) and chairman of the board.

Mr. Lounsberry, now 47, was born at Ossining, N. Y. True to the early American Hudson River tradition, he was chosen to carry on the name of his father and grandfather. But the just plain "Ike" by which he is better known today suits him to a "T"—brief, businesslike, but friendly in a reserved New England sort of a way.

He first became interested in radio in 1912 when he received a license from the Dept. of Commerce to own and operate an amateur station, with call letters 2BB. He was 13. After he was graduated from high school in 1917 he enlisted in the Navy, and his radio interests were interrupted—for the first and last time up to the present.

Ike Lounsberry served in the Navy for 19 months during World War I, and was released as chief petty officer. In 1919 after his discharge he joined the research laboratory of the DeForest Radio Telephone Co. at Highbridge, New York City, and worked there until

(*Continued on page 58*)

# *Good Music Leads A City*

Half a million families . . . leaders of thought . . . people of taste . . . listeners to WQXR . . . are pace-setters in New York. This vast audience—a city within a city—finds WQXR a source of entertainment, news and relaxation. It tunes to WQXR for 62% of its radio listening time; 56,000 families pay $1 a year each for WQXR's Monthly Program Guide.

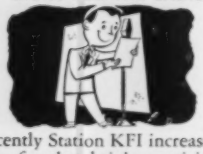
These families are selective in the programs they prefer, in the products they buy. Over 70 sponsors now sell this important above-average income market. To improve New York sales, spearhead your advertising with WQXR . . . "New York's Most Beloved Radio Station"...famed for good music and the news bulletins of The New York Times.

# WQXR

AND FM STATION WQXQ

*Radio Stations of* The New York Times

MORE FOR THE LADIES



Recently Station KFI increased the time for that bright participating program, LADIES DAY, from a half-hour to a forty-five minute feature daily. Now the large audience of women who follow this lively program can stay away from household duties another fifteen minutes to enjoy the songs by Bill Shirley—the tom-foolery of emcee Bill Stulla—and the talents of Bob Mitchell, pianist-organist. Around two hundred ladies find time to drop a line to LADIES DAY each day (all unsolicited) to request songs and such as well as to praise the show's principals upon the caliber of the entertainment. But when a definite offer is made which invites a response from listeners, LADIES DAY invariably pulls from five hundred upwards per announcement. Moreover, advertisers using participating programs are finding that LADIES DAY is an excellent daytime buy in America's Number Three market—a revelation evidenced by the fact that availabilities are frequently non-existent. Don't be discouraged, though. A call *now* to KFI Sales or to Edward Petry Co. regarding LADIES DAY will pay off handsomely in the near future!

THE HIT OF THE SHOW

Word has gotten 'round that KFI's NOON FARM REPORTER provided the high point in entertainment at the last California Farm Bureau convention. A travesty on the Quiz Kids airer, written and enacted by the REPORTER with the aid of some Orange County growers, it broke up the conclave with the longest guffaw in Farm Bureau history.

CLEAR CHANNEL
640 KILOCYCLES **KFI** 50,000 WATTS
Earle C. Anthony, Inc.
NBC for LOS ANGELES
Represented Nationally by Edward Petry and Company, Inc.


## Respects

*(Continued from page 56)*

1922 when he tried freelance consulting engineering. During a good part of this time he acted as personal assistant to Dr. DeForest.

In 1922 he constructed and installed a radio broadcasting station for the Johns-Manville Co. at Lockport, N. Y., near Buffalo, and acted as consulting engineer for the station until 1925.

That year Ike Lounsberry formed his own radio company, purchased the station, moved station and himself to Buffalo. Coincidental with this transaction he discontinued engineering practice and became president and general manager of WMAK. In 1928 WMAK merged with the Buffalo Broadcasting Corp. and from then to 1931 he was vice president and sales manager of the Buffalo Broadcasting Corp. (WKBW WGR WMAK WKEN). From May 8, 1931 to Aug. 2, 1946, he was executive vice president and general manager of the corporation. WMAK and WKEN have been discontinued.

Until recently he was the second largest stockholder of the Buffalo Broadcasting Corp. He has participated in broadcast industry trade activities for several years. Mr. Lounsberry was one of the charter members of the NAB, has been a director of NAB and has served on many of its committees.

When the Independent Radio Network Affiliates organization was created to handle AFM and ASCAP problems, Ike Lounsberry was elected to the board of directors. He continued in that capacity until IRNA was dissolved, having served its purpose.

For about two years he was a member of the board of directors of the Mutual Broadcasting System. Then when Columbia established the Columbia Affiliates Advisory Board, he was elected to represent the Second District (New York, part of Ontario, part of Pennsylvania). Mr. Lounsberry was recently elected to the board for the fourth successive term and is now serving as chairman of the board for the second term.

He was recently appointed by Justin Miller to serve as a member of the Industry-wide Music Committee and also the Program Executive Committee of the NAB.

During 20 years of residence in Buffalo he has taken great interest in civic activities. Currently he is a director of the American Red Cross, Buffalo Better Business Bureau, Main Street Assn. and has been active in many patriotic drives during the war and at present.

Add to these affiliations membership in the Greater Buffalo Advertising Club, Chamber of Commerce, Automobile Club of Buffalo, Athletic Club, Buffalo Club and the Country Club of Buffalo. In 1936-'37 he was director and president of the Buffalo Atheltic Club—"the largest in the City of Buffalo, one of the finest in the United States, corresponding to the New York and Detroit Athletic Clubs," Mr. Lounsberry tells. All in all, he comes close to being a walking Chamber of Commerce for Buffalo.

Incidentally, he is also an officer and director of the Gyro Club.

He's interested in all kinds of sports—and though married for 23 years—he loves to work around home. The Lounsberrys have a 21-year old son who is in the Army.

### $50,000 Question

OUT of a fan letter received by the *Quiz Kids* office in Chicago fell a check for $50,000. It seems a man in Pittsburgh was changing his account to another bank, and sent his question for the *Quiz Kids* to the bank and his check to the *Quiz Kids*. The bank didn't answer his question.

## General Mills Switches Program Line-up on NBC

GENERAL MILLS, Minneapolis, Dec. 2 will return *Light of the World* on NBC, Mon. through Fri. 2:45-3 p.m., and switches *Masquerade*, formerly heard at that time, to the 2:28-2:40 p.m. spot. The firm, at the same time, will discontinue *The Guiding Light* heard Mon. through Fri. 2-2:15 p.m.

New time line-up on NBC for the General Mills Monday through Friday programs are as follows: *Today's Children*, 2-2:15 p.m.; *Women in White*, 2:15-2:28 p.m.; *Masquerade*, 2:28-2:40 p.m. Betty Crocker remains in same period, 2:40-2:45 p.m. Agency for General Mills is Knox-Reeves, Minneapolis.

## UK Set Total

RADIO receiving sets licensed in Great Britain and Northern Ireland for the year ending Aug. 31, 1946, totaled 10,680,000 according to a report from J. Walter Thompson Co.'s London office.

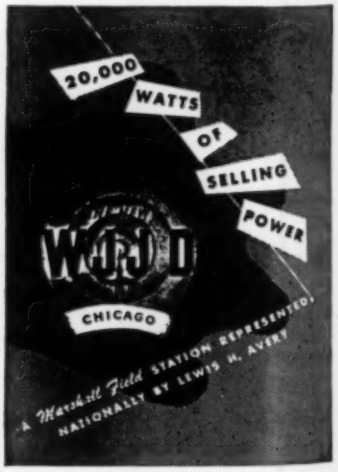

A WORD OF APPRECIATION

CJOR's smartly-turned out Fall & Winter schedule—our finest in 20 years of operation—leads us to express our deep appreciation to all who made this possible: our hard-working reps, the Dominion Network, our enterprising local salesmen, and of course the clients and agencies who have in each case made the final choice. Because of your work and your decisions, CJOR has more first rate programs than any other station in this area.

Represented by: H. N. Stovin (Canada)
Adam Young Jr. (U.S.A.)

OUR 20th YEAR
5000 Watts, 600 K.C.

* CJOR
VANCOUVER B.C.
CBC • DOMINION NETWORK



TROY M. STRONG
*College of Puget Sound*

LOIS McCONKEY PUTNAM
*University of Oregon*

**"One of the most constructive single efforts since the end of the war... towards the making of an intelligent and durable peace."**

NORMAN COUSINS,
*Editor, The Saturday Review of Literature*

The KGW public interest project which Mr. Cousins found praiseworthy was the presentation to the American Delegation of the UN of a workable plan for peace formulated by representatives of 41,000 students in 31 Pacific Northwest colleges. The project was undertaken by KGW in cooperation with the Portland League of Women Voters, sponsors of the Pacific Northwest College Congress. The two students, Mr. Strong and Mrs. Putnam, selected to present the report, were sent in October with expenses paid by KGW to the United Nations Assembly in New York City. Other comments, in a similar vein to that made by Mr. Cousins, are quoted below.

**KGW**
**620 ON YOUR DIAL**
**AFFILIATED WITH** NBC

"... I want to say what an admirable activity this seems to be."

J. B. ORRICK
*Voluntary Organizations, Chief, Section for Voluntary Organizations*

"You people have done a splendid job with this Congress and are to be congratulated on such a constructive program."

JENNINGS PIERCE
*Manager, Public Service Dept., NBC*

*Represented Nationally by Edward Petry and Co.*

# AGENCIES

**BILL ROSENBERG,** discharged from Navy and formerly with Pacific Northwest stations, has joined Robert F. Dennis Inc., Los Angeles, as head of radio copy. **PHIL McHUGH,** former account executive in radio department of Darwin Clark Adv., Los Angeles, has joined agency in similar capacity.

**HARRY C. THOMPSON,** formerly with the public relations department of Newell-Emmett, has joined the executive staff of Henry A. Stephens Inc., New York. He also will serve on agency's public relations planning board. He served in Navy as lieutenant during war, was gunnery officer aboard destroyers in Pacific and Atlantic.

**BILL LEWIS,** vice president in charge of radio with Kenyon & Eckardt, New York, is writing magazine pieces for children in connection with topical story lines as projected by the current "Superman" series.

**CARL E. WIDNEY,** member of the plans board of Maxon Inc., New York, has been elected a vice president of the agency. He has been with the New York office since 1940.

**HENRY DORFF,** former account executive at Grey Adv., New York, has joined Alfred J. Silberstein-Bert Goldsmith, New York, in same capacity.

**MARK ISAACS** after service with the Army has returned to Doremus & Co., New York, as account executive.

**HARRY W. WALKER Jr.,** formerly with W. F. Coleman Co., Los Angeles, publishers representative, has joined Lockwood-Shackelford Adv., Los Angeles, as account executive.

**CHARLES N. STAHL,** head of Charles N. Stahl Adv., Los Angeles, is father of a boy born Nov. 5.

**HOWARD ESARY,** vice president of Allied Advertising Agencies, Los Angeles, is on 10 day business trip conferring with executives of San Francisco, Portland and Seattle offices of agency.

**JIM BISHOP,** public relations director of Hixson-O'Donnell Adv., Los Angeles, has been appointed Ad Club director for city's 1947 traffic safety campaign.

**HUTCHINS Adv.** has opened Hollywood offices at 8619 Sunset Blvd. **HANK BOORAEM** is office manager and **JANE LAIT** serves as publicity director. Telephone is Crestview 6-9946.

**STANLEY G. SWANBERG** has been elected executive vice president of Botsford, Constantine & Gardner, San Francisco.

**O. H. SUTTER,** former associate of Terrill Balknap Marsh Assoc., has joined Julius J. Rowen Co., N. Y., in similar capacity.

**HILL Adv.,** New York, has filed assignment for benefit of creditors at Office of Clerk of County of New York. Office space at 250 Park Ave., New York will be taken over by Booth, Vickery & Schwinn, Baltimore agency which is opening New York office. Latter agency also will take over the Hill Accounts, Apex, Audio Devices, and Personal Gifts. **WILLIAM LYDDAN,** account executive for three accounts and formerly with Hill Adv., joins Booth, Vickery & Schwinn in same capacity.

**FREDERICK WHITEHEAD** has joined the production staff of Fuller & Smith & Ross, New York. He previously had been with Prudential Insurance Co.

**JAMES A. RICHARDSON,** former account executive of Knollin Adv., San Francisco, has opened his own agency at 12 Geary St., that city.

**FORD & DAMM Adv.,** Sacramento, Calif., has opened San Francisco offices at 25 Taylor St. under supervision of **ADAM K. JOHNSON,** former account executive of Smith, Bull & McCreery, San Francisco.

**O. M. DURER,** formerly with Colgate-Palmolive-Peet in Argentina, has been named to manage the research department of McCann-Erickson's Buenos Aires office.

**JOHN H. WINTERS,** formerly with Erwin, Wasey & Co., has been named associate copy chief at Geyer, Cornell & Newell, New York. **FREDERICK A. LONG,** previously with BBDO, has been appointed in charge of radio production. **ERNEST D. KOSTING,** copy writer formerly with Campbell-Ewald, and **LESTER STRONG** have joined media department of GC&N.

**JACK WILCHER,** radio director of Badger & Browning, New York, Nov. 12 addressed the weekly luncheon meeting of the Advertising Club of Boston, held at Hotel Statler, on the importance of the radio spot to merchandising.

**HAL THOMAS,** formerly with KOMO Seattle, has joined Alaska Adv., Anchorage, as radio director. He has been in U. S. radio for 14 years.

**TOM CARSON,** formerly with Pedlar & Ryan MBS New York has joined the Chicago office of Dancer-Fitzgerald-Sample as assistant to **JAMES NEALE,** media director. He succeeds **ROBERT EDIAN** who has been promoted to assistant account executive on Procter & Gamble account.

**ALFRED W. UDOW** after three years with the Army and former assistant to the research director of Benton & Bowles, New York, has returned to the agency as supervisor of copy research.

**SAM FULLER,** former radio director of the New York office of Sherman & Marquette, has been transferred to Hollywood to head the agency's radio activities of the West Coast.

**W. C. (Bill) LYDDAN,** account executive at Booth, Vickery & Schwinn, New York, Nov. 12 became the father of a girl, Carla.

**SCHULTZ & RITZ Adv.,** Portland, Ore., has opened offices at 516 S. W. 11th St. **E. G. SCHULTZ** and **HENRY P. RITZ,** former account executives at House & Leland, that city, head new agency.

**PRODUCTIVE Adv.,** Los Angeles, has moved offices to 553 South Western Ave. Telephone is Fitzroy 4321.

**WILLIAM J. BONA** has closed MacGruder & Co., Denver, to become account executive of Gray & Co., that city.

### Corporate Change

TO PERMIT stock participation in the company by staff members, Campbell-Ewald Co., Eastern Division, has become Campbell-Ewald Co. of New York. The articles of incorporation for this change were filed at Albany Oct. 31. Henry T. Ewald is chairman of the board and Fletcher D. Richards, who has headed the New York organization of Campbell-Ewald since 1935, is president of the new corporation. Other officers remain unchanged.

## Select, Then Listen

TOO FEW people apply to their radio program listening even a fraction of the selective effort given to their reading, Gertrude Grover, women's editor for WHCU, Cornell radio station at Ithaca, N. Y., told members of the Binghamton, N. Y., Zonta Club, Nov. 12. Mrs. Grover, who is also chairman of District 2, Association of Women Directors, NAB, pointed out that radio listeners should carefully select those programs in which they are most interested, just as they seek out books in a library, and when they feel that an important subject is being neglected should call the station's attention to it.

## 50-Mile Coverage Cited in FM Test

### Winchester Outlet 'Crashes Washington Like Local'

WHILE engineers await actual performance data before going out on an FM limb, indication of what's to come in the 88-108 mc band is shown by preliminary equipment tests of a new FM station in Winchester, Va., according to Everett L. Dillard, owner of FM stations KOZY Kansas City and WSDC Washington and head of Commercial Radio Equipment Co.

The FM adjunct of WINC Winchester "crashed into Washington like a local" last week, Mr. Dillard said, after picking up the station at night on a table model receiver at his suburban Washington home and then getting it again at daytime on a Scott console in his downtown Washington office.

The Winchester station is conducting equipment tests at its FM transmitter located atop the highest point in the nearby Blue Ridge mountains. The transmitter is 20 miles east of Winchester and 48 miles west of Washington. Elevation is 2300 feet above sea level.

The 3 kw Federal transmitter radiates 14 kw power on 92.5 mc from an eight-bay Western Electric Cloverleaf antenna, according to Richard Field Lewis Jr., owner of WINC. A Raytheon transmitter link has been ordered to relay programs from Winchester studios on 4000 mc.

### Congratulations Extended

Mr. Lewis said the station plans to go on regular 3-9 p. m. schedule Nov. 18. Since it first went on the air for tests Nov. 5 operating hours have been irregular. First signal was picked up by FCC in Washington and Mr. Lewis said he had a congratulatory call from a top FCC official a few minutes later indicating that Washington reception was "astounding."

The 92.5 mc channel was one of the original frequencies assigned to Washington but later assigned it to Winchester. Mr. Lewis said he has received favorable reception reports over a wide area, including Baltimore as well as Washington. He said WINX-FM Washington delivered a good signal into Winchester when WINC was not on the air.

## Plan Power Boost

FCC approval of the application of KMBC-FM Kansas City for 30 kw rated antenna output has been granted, and the station plans to operate on 1 kw during November and to increase its power to 12 kw, probably by Christmas, Arthur B. Church, president of Midland Broadcasting Co., and licensee of both KMBC and KMBC-FM announces. The station has been on the air on a commercial basis since June 1944, and is now installing an RCA 3 kw transmitter.

# TURNTABLE

TRANSCRIPTIONS • RECORDINGS • LIBRARIES

**HAROLD HIGGINS,** formerly with Telecomics, Hollywood, producer of animated cartoons for television, has joined sales staff of Universal Recorders, that city. He formerly was manager of WING Dayton, Ohio.

**M. F. MARQUARDT,** West Coast sales manager of World Broadcasting System, is on two week sales trip in northern California and Arizona.

**WORLD BROADCASTING SYSTEM** is completing plans for new half-hour transcribed show to feature top movie talent. Firm has been conferring with film personalities who will work on percentage salary basis. The series of 52 programs is to be recorded with movie actors and actresses contracted for 13 weeks each.

**DAVE DEXTER,** head of jazz and blues recordings for Capitol Records, Hollywood, is author of newly published "Jazz Cavalcade" released by Criterion Books.

**CO-OP** Recorders Inc., Hollywood, has been formed by **SMILEY BURNETTE** to record western music.

**UNITED BROADCAST SERVICE,** Milwaukee, has named Arnold Andrews Agency, Milwaukee, as national representative. Andrews also will handle sales promotion. Dale E. Stout is account executive.

**FLETCHER WILEY,** head of Fletcher Wiley Productions, is in New York for conferences with agency officials.

**CRITERION RADIO FEATURES,** Chicago, Dec. 1 expands to yearly program its transcribed "Here Comes Harmon" show featuring Tom Harmon, former All American and now with Los Angeles Rams. The package feature presents score predictions, interviews and dramatic narrations.

**MACK DAVIS,** member of the radio department of Music Corp. of America, has resigned.

## Spot Radio Successful In Promoting New Novel

SPOT RADIO proved a successful advertising medium in a test campaign conducted by Prentice-Hall Publishing, New York, in Richmond, Va., for a new novel, *The Miracle of the Bells,* by Russell Jenney.

For two weeks the company placed one spot announcement daily on WRVA Richmond, and in addition used newspaper and point-of-sale display advertising. Of the 21.1% of persons who had heard of the book in Richmond, according to a post-campaign poll, radio was credited by 7.6%, point-of-sale display by 4.5%, newspaper and magazine reviews by 3.9% and newspaper advertising by 3.7%. Agency for Prentice-Hall is Franklin Spier, New York.

## Executives Hosts

TO HONOR new members of NBC Hollywood Ten-Year Club, Sidney N. Strotz, Western Division vice president, and Frank Mullen, network executive vice president, played host at dinner in Hollywood, Nov. 14. Honored were Frank Barton, Hal Gibney, R. O Brooke, Howard Cooley, Joe Kay, Floyd Wetteland, Robert Dwan, Bruce Kamman, Virgil Reimer, Robert McAndrews, Alex Petry, Elaine Forbes, Don Thompson, Ralph Stephen.

# FREE TIME on WRVA

## COUPON GOOD FOR $26.50

## Nothing to Buy - - Nothing to Pay

The coupon below is good for one free participation in the Old Dominion Barn Dance on WRVA, Richmond, Virginia. Nothing to buy . . . nothing to pay. This offer is made to acquaint you with a phenomenally successful participating program.

The Old Dominion Barn Dance is a typical radio success story. It started with a girl and an act . . . Sunshine Sue and Her Rangers. This group was scheduled a quarter hour daily in the afternoon to win listeners away from competing dramatic serials. It was so successful that more talent was added and the show expanded to three-quarters of an hour daily. The WRVA Listener Diary, covering twenty counties, and local telephone surveys showed we had a hit. During a Summer hiatus the producer visited the major barn dances of the country lining up new and better talent for a Fall opening.

### *Cast of Twenty; All Stars*

This Fall it opened for a full hour on the air Mondays through Fridays. Instead of a small group of Rangers, Sunshine Sue now has a cast of twenty—each one an individual star. The show is promoted by newspaper space, billboards, car cards and direct mail. Meanwhile, WRVA had acquired a 1300-seat theatre. (That is another story . . . but the newly decorated WRVA Theatre is serving our community by booking all the top roadshows and bringing WRVA a nice lot of promotion.)

### *Two Full Houses every Saturday*

Sunshine Sue and the Old Dominion Barn Dance opened on Saturday nights at the WRVA Theatre after three weeks on the air. That was September 14th . . . people have been turned away from two performances every Saturday night since . . . 2600 paying customers every week! In addition, the show breaks into two road units. Each unit averages three shows weekly in towns in the WRVA service area.

The Saturday theatre shows are sold in quarter and half hour units, broadcast direct from the stage. A regional advertiser buys a half-hour for a nine-station network.

### *Monday Thru Friday*

The studio show, Monday through Friday, 3:00-4:00 p.m., is sold in five-minute participating units. The cost per unit is the regular one-minute announcement rate: $21.50 plus $5.00 talent fee. The theatre box-office pays for your radio show! On each participation you are allowed a single announcement: a one-minute ET or 150 words of live copy.

### *Coupon provides Free Spot*

The coupon is good for one free participation unit . . . actual value $26.50. Nothing to buy. Nothing to pay. Only one free unit to any one advertiser. Only one product to be advertised in any one unit. Service will be scheduled in the order in which coupons are received. Copy is subject to usual station acceptance rules. Send copy and coupon direct to WRVA.

TO: Barron Howard
Business Manager,
Radio Station WRVA
Richmond 12, Virginia.

I'll accept your offer of one free participation on the Old Dominion Barn Dance, value $26.50. There are no obligations on my part, other than the usual client or agency responsibility as specified in the A.A.A.A.—N.A.B. standard contract form.

Client: ..... Address: .....

Product: ..... City: .....

Advertising Manager: .....

Address: ..... Agency: .....

Account Executive: ..... City: .....

Signed: .....

Copy is being forwarded. It is ET ..... live ..... (check one).

*Offer expires December 22, 1946. WRVA reserves the right to refuse service on coupons received after a limit of $10,000 in time and talent has been scheduled.*

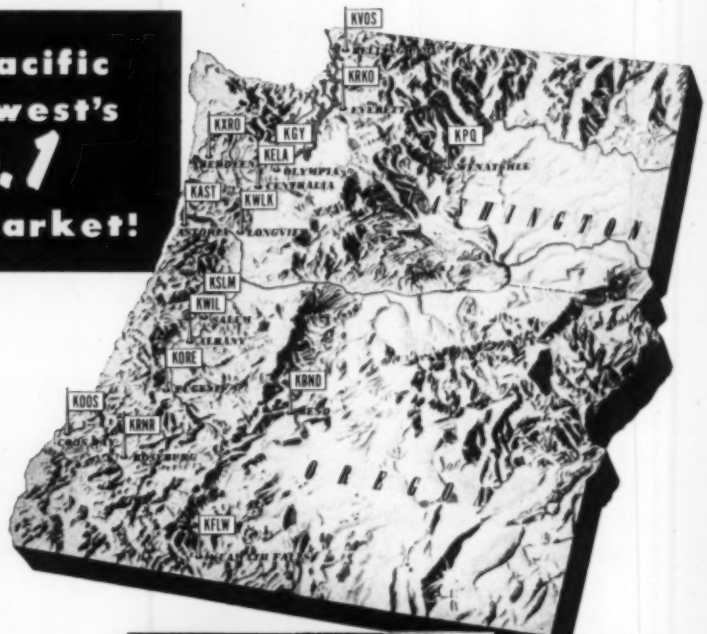
B

# $1,744,512,000 EFFECTIVE BUYING INCOME

**The Pacific Northwest's No. 1 Radio Market!**

In the great Pacific Northwest you'll find the highest Per Capita Effective Buying Income in the nation. . . . And, the people who make this healthy income in this vast area are surrounded by 12,000 foot mountain ranges. How can you reach these prosperous people with radio? Stop just a moment . . . look at the map . . . think what such rugged topography does to radio reception!

Broadcasts originating in the "metropolitan" centers of this enormously rich country fail to penetrate a great part of this area. Reason: those mountain ranges are a practically impenetrable barrier to radio. So, your message is lost to thousands of prosperous homes . . . homes with a Per Capita Effective Buying Income of $2,688.00 . . . highest in the nation.




Topographic map shows the 15 stations of O-W-R-G, and how markets served by each are separated by mountains. Stations may be used as a group, singly, or in any combination.*

## There's Only One Effective Way to Reach These Prosperous People with Radio...

*That one way is through their own local radio stations. The Oregon-Washington Radio Group comprises fifteen of the "most-listened-to" stations in this rich region. Each station holds an enviable position in listenership surveys and home town acceptance.* Here, and here alone, is the key to tapping this thriving market with radio.*

**OREGON-WASHINGTON radio group**

**OREGON**

| | |
|---|---|
| **KWIL** (MDL) Albany | **KORE** (MDL) Eugene |
| **KAST** (MDL) Astoria | **KFLW** (ABC) Klamath Falls |
| **KBND** (MDL) Bend | **KRNR** (MDL) Roseburg |
| **KOOS** (MDL) Coos Bay | **KSLM** (MDL) Salem |

**WASHINGTON**

| | |
|---|---|
| **KXRO** (MDL) Aberdeen | **KRKO** (MDL) Everett |
| **KVOS** (ABC) Bellingham | **KWLK** (MDL) Longview |
| **KELA** (MDL) Centralia | **KGY** (MDL) Olympia |
| **KPQ** (ABC) Wenatchee | |

MDL
Mutual Don Lee
Affiliate

●

ABC
American Broadcasting
Company Affiliate

***For detailed information write or wire THE HOMER GRIFFITH COMPANY, New York, Chicago, Hollywood, San Francisco**

# SPONSORS

**KERR GLASS MFG. Corp.**, Santa Ana, Calif. (glass jars), has named Dan B. Miner Co., Los Angeles, to handle national advertising. Account previously handled by Raymond R. Morgan Co., Hollywood. Spot radio is planned.

**DUART MFG. Co.**, San Francisco (Kolor-Treet shampoo), has started test campaign in San Francisco, San Jose and Sacramento. Agency is Honig-Cooper Co., San Francisco.

**SYLMAR PACKING Corp.**, Los Angeles (chopped ripe olives), has named Davis & Beaven Adv., that city, as agency.

**FRED CHERRY**, formerly of McCann-Erickson, San Francisco, has joined Paraffine Companies Inc., that city, as sales promotion manager.

**B. C. OHLANDT**, vice president in charge of sales of Schenley Distillers Corp., has been elected to the board of directors.

**KENT LUGGAGE**, New York, has named Arnold Cohan Corp., New York, to handle advertising. Radio is planned.

**SIX O'CLOCK Foods**, Norristown, Pa., has appointed Duane Jones Co., New York, to handle its advertising. Radio may be used.

**ALEXANDER STORES**, Bronx, N. Y., has renewed its contract with ABC for sponsorship of the television program, "Play the Game," on WABD New York, Tues. 8-8:30 p.m. Agency is William Warren Co., New York.

**HERBERT N. STEVENS**, former assistant to the general manager of General Seafoods Group, New York, unit of General Foods Corp., has been appointed sales manager for 40-Fathom Fish, frozen seafood division, succeeding the late **LEONARD C. MONAHAN**.

**HAROLD S. LUTHER**, former merchandising manager, has been named advertising and merchandising manager for all General Seafoods products, and **PHILIP F. CARRIGAN**, former product sales manager, has been appointed sales promotion manager of 40-Fathom Fish.

**BELL TELEPHONE Co.**, Montreal (yellow directory pages), has started dramatized spot announcements on 19 Ontario and Quebec stations. Agency is Spitzer & Mills, Montreal.

**MUTUAL BENEFIT Health and Accident Assn.**, Toronto, has started Gabriel Heatter, new commentator, weekly, on CKEY Toronto and CKWX Vancouver. Agency is Harry E. Foster Agencies, Toronto.

**ROBERT SIMPSON Co.**, Toronto (chain department store), Dec. 16 for one week starts "Christmas Carols" on five Trans-Canada Maritime Region network stations, daily except Sunday, 8-8:15 a.m., and on Dec. 18 for one week on eight Ontario stations, daily except Sunday, 9:10-9:30 a.m. Agency is Locke, Johnson & Co., Toronto.

**UNITED INVENTORS and SCIENTISTS of AMERICA**, Los Angeles (World Inventors Exposition, July 11-20, 1947), has appointed Makelim Assoc., Hollywood, to handle national advertising. Spot announcement schedules will be used in addition to other media. Milton C. Neil is account executive.

**ANDERSEN'S READY-TO-SERVE FROZEN FOODS**, Buellton, Calif. (frozen green split pea soup), has appointed Makelim Assoc., Hollywood, to handle regional advertising. In addition to spot announcement schedule on KECA KFI KMPC KHJ KGFJ KFWB KLAC, firm is using five weekly 30-minute transcribed music on KFAC Los Angeles. Expansion of radio is planned along with use of other media.

**NESTLE'S MILK PRODUCTS**, New York, has appointed Compton Adv., New York, to handle advertising for Nestle's evaporated milk, condensed milk, baby foods and Nescafe.

**STRAUSS STORES, New York**, (electrical and automobile appliances) Nov. 11 for 52 weeks started sponsorship of WMCA New York entire "All Through the Night" record program, Mon. through Sat. 1:05-7 a.m., featuring John Wright. Agency is Strauss, Davies & DeWindt, Philadelphia. In addition, the Strauss Stores and Pic Magazine, New York, have started sponsorship of five of the professional Brooklyn Dodger football games (started Nov. 10) from Ebbets Field. Stan Lomax and Joe O'Brien do play-by-play. Agency is William Warren Adv., New York.

**PACIFIC COAST ENGINEERING Co.**, San Francisco, has named Wank & Wank, that city, as advertising agency. Campaign for which radio is being considered will seek to help bring new manufacturing business to Bay Area.

**LAWRENCE B. FERGUSON**, with Eighth Air Force in ETO during the war, has joined New York sales promotion and advertising staff of Marlin Firearms Co.

**VIDEO TELEVISION Inc.**, New York, service and installation firm, has appointed Makelim Assoc., New York, to handle advertising.

**MASTRO PLASTICS Corp.**, New York (Mastro Plasticolor clothespins) has appointed H. B. LeQuatte Inc., New York, to handle advertising. New sales policy is being developed for account.

**WAR ASSETS Adm.**, Region 2, under the direction of Frank L. Seymour, has appointed the Kudner Agency, New York, as advertising counsel for the region. Kirk Tuttle has been assigned acount executive.

**LEDERLE Labs.**, New York (Veterinary products), has started a spot campaign on eight Canadian stations. Firm has placed spots three times weekly on each station. Agency is Campbell-Sanford Adv., New York.

**NEW YORK** State Democratic Headquarters last week reported radio expenditures during the recent Congressional-gubernatorial campaign to have been $52,835.

**PHILIP MORRIS & Co.**, New York, has appointed Cecil & Presbrey, New York, to handle advertising for Bond Street and Revelation smoking tobaccos. Radio will be used.

**ARTHUR WINARICK Inc.**, New York (Jeris and Herpicide hair tonics), has appointed The Blow Co., New York, to handle advertising effective Jan. 1.

**YUCCA VILLAGE**, Palm Springs, Calif. (desert community development), has appointed Peck Adv., Los Angeles, to handle advertising. Radio is planned.

## Westinghouse Renews

WESTINGHOUSE ELECTRIC Corp., Pittsburgh, Dec. 30 for 52 weeks renews sponsorship of Ted Malone on ABC. Under terms of contract Westinghouse will sponsor Mr. Malone on ABC Mon.-Wed.-Fri., 11:45 a.m.-12 noon for first 13 weeks and five times weekly for remaining 39 weeks. Agency is McCann-Erickson, New York.

ASSORTED sizes in guests featured St. Louis luncheon of Joe G. Wick, general sales and advertising manager of David G. Evans Coffee Co., given to announce appointment of Glee R. Stocker & Assoc. as agency for Old Judge coffee account. Ed Wilson (l) is a personality on KWK St. Louis, while Milton J. Hinlein is owner and manager of KDRO Sedalia.

## List of 13 Radio Shows Passed by School Group

THE American Schools and Colleges Assn. last week recommended 13 radio programs in five different categories to its member elementary schools throughout the country for "required listening" by all students. The programs which the School Advisory Committee of the association recommended to the more than 800 private schools and colleges of the ASCA are:

Educational programs: *It's Up to Youth, CBS School of the Air, NBC University of the Air.*

Musical programs: *NBC Symphony, RCA Victor Show, Highways in Melody.*

Children's programs: *Superman, Let's Pretend.*

Comedy programs: *Alan Young Show, Aldrich Family, Date With Judy.*

Quiz programs: *Quiz Kids, Twenty Questions.*

## Recording Device

IMPROVEMENT in wire recorders is claimed by J. F. Novy, FM and television technical advisor of WBBM Chicago, with replacement of the "magic eye" on the BK-401 recorder by a volume indicator and output circuit so recording can be fed directly to the line without redubbing. The BK-401 uses paper tape wound on reels similar to 8 mm film.

FEATHER your own NEST!

TALK TURKEY with a John H. Perry representative and get the winter and spring menu of spots and shows available on WJHP in Jacksonville, and you'll really give thanks, because WJHP is

soon to go··

5000 watts

and the added business you'll get with *this* time bought on WJHP will *stuff* your cash register with coins! . . . May we serve you?

WJHP

A John H. Perry Station

Bill Dorman - Gen. Mgr.

John H. Perry, Jr. - Vice Pres.

New York, Chicago, Detroit, Atlanta, Philadelphia

WJHP

Jacksonville, Fla.



An All-Time Favorite

ROCKIN' CHAIR

Published by PEER INTERNATIONAL CORP.

* * *

Performance Rights Licensed Through

BMI

BROADCAST MUSIC, INC.

595 Fifth Ave. New York 19, N.Y.

The Voice of

WLAW

will blanket

ALL

New England

bringing greater listener enjoyment to more than 3 million people

WITH 50,000 WATTS ON 680 KILOCYCLES

NATIONAL REPRESENTATIVES:
WEED & CO.


## NBC Awards 20-Year Plaques to Stations

A BRONZE plaque signifying 20 years' affiliation with NBC will be presented to WTIC Hartford Nov. 19 by NBC President Niles Trammell at a dinner in New York at the Hartford Club.

Jesse W. Randall, president of the Travelers Insurance Co., which owns the station, will receive the award. Present at the dinner will be NBC and WTIC officials, as well as many Hartford civic leaders.

Twenty-year plaques will also be presented next week to WJAR Providence and to WCSH Portland, Me. Arrangements are being made for presentations soon to WWJ Detroit, WDAF Kansas City, and KSD St. Louis—all of which have been associated with NBC for the past 20 years.

## CKOK Readies

CKOK Penticton, B. C., is to go on the air about mid-November on 1450 kc with 250 w Canadian Marconi transmitter. Station will be used at first as repeater for CKOV Kelowna, B. C., owner of CKOK, may later carry local programs.

### CBC Dismisses Women

REVERTING to prewar regulations, CBC is dismissing all married women on the staff as rapidly as they can be replaced without disturbing work and efficiency of the organization. CBC no-married-women rule applies only to clerical staff.

Rx for Lagging Sales

Combine these three factors and you see why WSGN produces such outstanding sales results . . . To dominate this rich market always buy Alabama's leading station — WSGN.

ALABAMA'S BEST BUY FAR!

WSGN

AMERICAN BROADCASTING COMPANY

THE NEWS-AGE-HERALD STATION

Represented Nationally by Headley-Reed

## Network Accounts

### New Business

BEAUMONT Co., St. Louis (4-Way Cold Tablets), Dec. 2 starts for 13 weeks "Song Corral" on 11 CBS Pacific stations, Mon.-Wed.-Fri. 12:15-12:30 p.m. (PST). Agency: J. D. Tarcher Co., N. Y.

FRENCH KETTLE FOOD PRODUCTS, New York (French Kettle Onion soup), Nov. 13 starts for 13 weeks "Meet the Missus" on 11 CBS Pacific stations, Wed. 1:45-2 p.m. (PST). Agency: Emil Mogul Co., New York.

CHEMICALS Inc., San Francisco (Vano Liquid Starch), Dec. 20 starts for 13 weeks "Meet the Missus" on 11 CBS Pacific stations, Fri. 1:45-2 p.m. (PST). Agency: Garfield & Guild Adv., San Francisco.

UNION PHARMACEUTICAL Co., Bloomfield, N. J. (Saraka), Nov. 4 started thrice-weekly transcribed "Dorothy Dix Program" on 10 ABC Pacific stations, Mon.-Wed.-Fri. 12:45-1 p.m. (PST). Contract is for 52 weeks. Agency: Abbott-Kimball Co., N. Y.

PURITY FLOUR MILLS, Montreal (flour and cereals), Nov. 1 started "La Soiree au Dieux Moulin" on 10 CBC French network stations, Fri. 9-9:30 p.m. Agency: McKim Adv., Montreal.

WILDROOT Co., Buffalo, N. Y. (hair-tonic) Nov. 9 started for one year "King Cole Trio Time" on 28 Dominion network stations, Sat. 5:45-6 p.m. Agency: BBDO N. Y.

### Renewal Accounts

ECONOMIC COUNCIL, New York, Nov. 19 renews Upton Close on MBS for 13 weeks, Tues. 10:15-10:30 p.m. Agency: Jim Duffy Co., N. Y.

CAMPBELL SOUP Co., New Toronto, Nov. 13 renewed "Jack Carson Show" for 52 weeks on 25 CBC Dominion network stations, Wed. 8-8:30 p.m. with Pacific repeat 12-12:30 a.m. Agency: Cockfield, Brown & Co., Toronto.

SWIFT CANADIAN Ltd., Toronto (ham and bacon), Oct. 28 renewed for one year "Breakfast Club" on 27 Trans-Canada network stations, Mon. through Fri. 9:15-9:30 a.m. with repeat for Pacific coast 11:15-11:45 a.m. Agency: J. Walter Thompson Co., Toronto.

DOMINION OF CANADA, Wartime Prices and Trade Board, Ottawa, Oct. 28 renewed to March 28 "Household Counsellor" on 34 CBC Trans-Canada network stations, Mon. through Fri. 11:40-11:45 p.m., with repeat to Pacific 2:40-2:45 p.m., and for Atlantic region 12:40-12:45 p.m. Agency: MacLaren Adv., Toronto.

SOUTHERN PACIFIC Co., San Francisco (train transportation), Nov. 6 renewed for 52 weeks "The Main Liner" on 13 Don Lee Pacific stations Wed. 8-8:30 p.m. (PST). Agency: Foote, Cone & Belding, San Francisco.

### Net Changes

CONTI PRODUCTS Corp., Brooklyn, Nov. 21 for 52 weeks resumes "Treasure Hour of Song" on MBS, Thurs. 9:30-10 p.m., dropping "By Popular Demand." Agency: Bermingham, Castleman & Pierce, N. Y.

EVERSHARP SCHICK INJECTOR RAZORS, New York, Nov. 4 dropped "Tonight on Broadway" on CBS, Mon. 10:30-11 p.m. Agency: The Blow Co., N. Y.

## Radio to Get Award

THE National Conference of Christians and Jews will award a citation to the radio industry on Nov. 24 in recognition of its "superb effort" to promote American brotherhood.

A. D. (Jess) Willard Jr., executive vice president of the NAB, will receive the award on behalf of the radio industry from Dr. Everett R. Clinchy, president of the Conference, at a banquet in the main ballroom of the Waldorf Astoria.

A special broadcast, "Thanks for Thanksgiving," will be given at the banquet and will be carried over ABC and its affiliated stations.

## *CONTROLS ON RADIO CONSTRUCTION STAY*

FEDERAL restrictions on radio and other construction projects along with orders channeling building materials into homes must continue indefinitely, according to John D. Small, CPA Administrator. He termed "ridiculous" reports that CPA might be abolished in a few days.

Specific terms of curtailed activity are being prepared under the decontrol policy for CPA but they will not ease the rules governing construction projects since they are designed to prevent nonessential commercial construction and speed the veterans' housing program.

Even if CPA is consolidated into another Federal agency, Mr. Small said, its functions will remain. Control over building materials and inventories may be transferred eventually to National Housing Agency.

Discussing the decontrol policy, Mr. Small said: "By next week we should have a pretty clear picture of the control setup. What the implications of the decontrol policy are as regards the housing program I do not know, but we will have to continue channeling building materials for some time to come." A bedrock of perhaps 30 CPA control orders will be necessary, he added. These will include tin, lead, zinc, rubber and other scarce products along with export controls.

Disagreement over housing controls reached the White House last week when Wilson W. Wyatt, housing expediter, and George Allen, RFC director, could not agree on loans for prefabricated houses.

### WMAC to IBS

WMAC MacMurray College radio station in Jacksonville, Ill., has been added to the college radio stations in the Intercollegiate Broadcasting System. Entering full-scale operations last week, the new station is staffed and managed by students and broadcasts to the college community on a daily schedule which includes popular and symphonic music, drama, news, discussions and public service features. WMAC will exchange programs by script and transcription with the other 21 stations of IBS, and will be included in one of the IBS regional networks.


COMING SOON

50,000 WATTS

TRANSMITTER NOW UNDER CONSTRUCTION

KOMA

OKLAHOMA CITY'S CBS STATION

National Representatives: PETRY & PETERS, Inc.

# *Our job just begins . . .*

## THE *Only* SAN ANTONIO STATION MAINTAINING A FULL TIME MERCHANDISING DEPARTMENT . . .

**DISPLAY BOARDS**

**Every month, KTSA uses an average of 8,500 agate lines of PAID NEWSPAPER ADVERTISING in the San Antonio Express and San Antonio Evening News, with a readership of 580,000 daily and 468,000 Sunday, to promote KTSA programs.**

**KTSA's Merchandising Department regularly builds WINDOW DISPLAYS in leading grocery, drug, beverage, appliance stores, etc., to promote KTSA shows.**

**STORE DISPLAYS are regularly maintained by our Merchandising Department.**

**We maintain a DISPLAY BOARD in the lobby of the Gunter Hotel . . . 5′ x 8′, neon lighted and attractively colored to catch the eyes of the estimated 2,000 people who pass the display daily.**

**KTSA's Merchandising Department schedules COURTESY SPOT ANNOUCEMENTS promoting our shows.**

**Our Merchandising Department writes LETTERS AND CARDS to the retail trade on shows and on special campaigns conducted by our advertisers. We assist in SURVEYS AND RESEARCH DATA desired by our clients.**

**Merchandising at KTSA is truly a YEAR 'ROUND JOB. That's why we say, "OUR JOB JUST BEGINS WHEN THE CONTRACT IS SIGNED."**

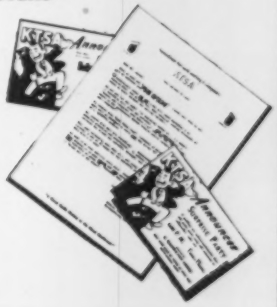
**STORE DISPLAYS**

**COURTESY SPOTS**

**NEWSPAPER ADS**

**WINDOW DISPLAYS**

**CARDS & LETTERS**



# KTSA

SAN ANTONIO, TEXAS

RESEARCH & SURVEY

550 ON THE DIAL — CBS — LSC — 5000 WATTS L S

IN BUFFALO
IT'S
WGR
550 K.C.
FOR
COLUMBIA
BUFFALO BROADCASTING
CORPORATION
RAND BUILDING, BUFFALO, N. Y.
National Representatives: Free & Peters, Inc.

# Commercial

**WINSTON L. KIRBY,** formerly with the advertising and promotion department of NBC, has been appointed manager of sales development of the national spot sales department of ABC, succeeding **WESLEY F. GREERER** who has resigned.

**LOREN C. SURLES Jr.,** former sales manager of the ABC co-op department in New York where he joined network in 1944 after sales experience with WFBR Baltimore, has been appointed account executive in the New York office of John Blair & Co.

**BERNIE WILKINS,** commercial manager of KFWB Hollywood, has entered hospital preparatory to surgery.

**FRANK R. BOWES,** formerly with Westinghouse Corp., Philadelphia, and **WILLIAM BUSCHGEN,** formerly with NBC's research department, have joined the New York staff of NBC's Spot Sales Dept. Mr. Bowes first joined NBC in 1936 when he joined the local sales staff of Westinghouse Station WBZ Boston, managed at the time by NBC. He became sales manager of the station and was retained in that capacity when Westinghouse assumed management in 1940. He spent 21 months in the European Theatre with the Army during the war. Mr. Bowes replaced **LATHROP MACK,** recently appointed manager of NBC Spot Sales Western Division. Joining NBC in 1938 Mr. Buschgen was associated with guest relations, network sales traffic and research. He served four years with the Army and saw action in the Italian campaign.

Mr. Bowes

**RICHARD E. EVANS,** sales representative of KCMO Kansas City, is the father of a girl, Barbara Sue, born Nov. 6.

**HELEN ASHLEY** has been named to succeed **FRANK BROWNE** as traffic manager of KTHS Hot Springs, Ark. Latter is now at Monroe, La.

**WBBQ Augusta, Ga.,** has appointed Joseph Hershey McGillvra Inc. as exclusive national representative.

**MARVIN SMITH,** formerly with the Atlanta office of The Katz Agency and onetime with the advertising department of the Atlanta Journal, is new addition to the commercial staff of WLAC Nashville, Tenn. Also added to that staff is **E. G. BLACKMAN,** in newspaper field for 16 years. Mr. Blackman has been in local newspaper advertising, heading Sunday magazine section of the Tennessean.

Mr. Smith

Mr. Blackman

**BROADCAST SALES EXECUTIVES Assn.** has been formed by the account executives of Southern California stations for the purpose of maintaining high standards of broadcast advertising. **FRED WENDLER** of KFOX Long Beach has been elected president **HAAN TYLER,** KFI Los Angeles, is vice president with **HOWARD BELL,** KXLA Pasadena, secretary, and **ROBERT KAUFMAN,** KFWB Hollywood, treasurer. Bimonthly luncheon meetings will be held in Hollywood Athletic Club with prominent guests speakers on all aspects of radio.

**WINTER MEAT** supply is assured for Dick Wegener, business manager of KCOK Tulare, Calif., shown above starting home with three-point buck he bagged with one shot from 200 yards in the High Sierra region a few miles south of Yosemite National Park. When the duck season opened, Mr. Wegener bagged the limit in half an hour.

**WORD Spartanburg, S. C.,** has appointed The Branham Co., New York, as national representative.

**JOHN KAROL, CBS** sales manager, today (Nov. 18), will address the Advertising and Selling Course of the Advertising Club of New York, on "The Place of Radio in Advertising."

**HAL HOUGH,** in radio since 1940, has been added to sales staff of KMBC Kansas City. Previously with KFRU Columbia, Mo., KGGF Coffeyville, Kan., and KUOA Siloam Springs, Ark., Mr. Hough will concentrate on local sales division at KMBC.

**JOHN G. CAMPBELL,** commercial department member of KSFO San Francisco, has been appointed sales manager of the station and of the KSFO recording department.

**CLARK-WANDLESS Co.,** New York, has been appointed advertising sales representative of Difusoras del Uruguay, Montevideo, Uruguay, owner of Radio el Espectador and Radio Libertad of Montevideo. **LINDA EGIDI,** formerly with the Coordinator of Inter-American Affairs, Lima, Peru, and prior to that international media director of Grant Adv., has joined the executive staff of Clark-Wandless, New York.

**TOMMY DOLAN,** former NBC traffic supervisor and before that traffic manager of ABC, has joined the sales staff of WBYN Brooklyn, N. Y., where he will handle both local and national accounts.

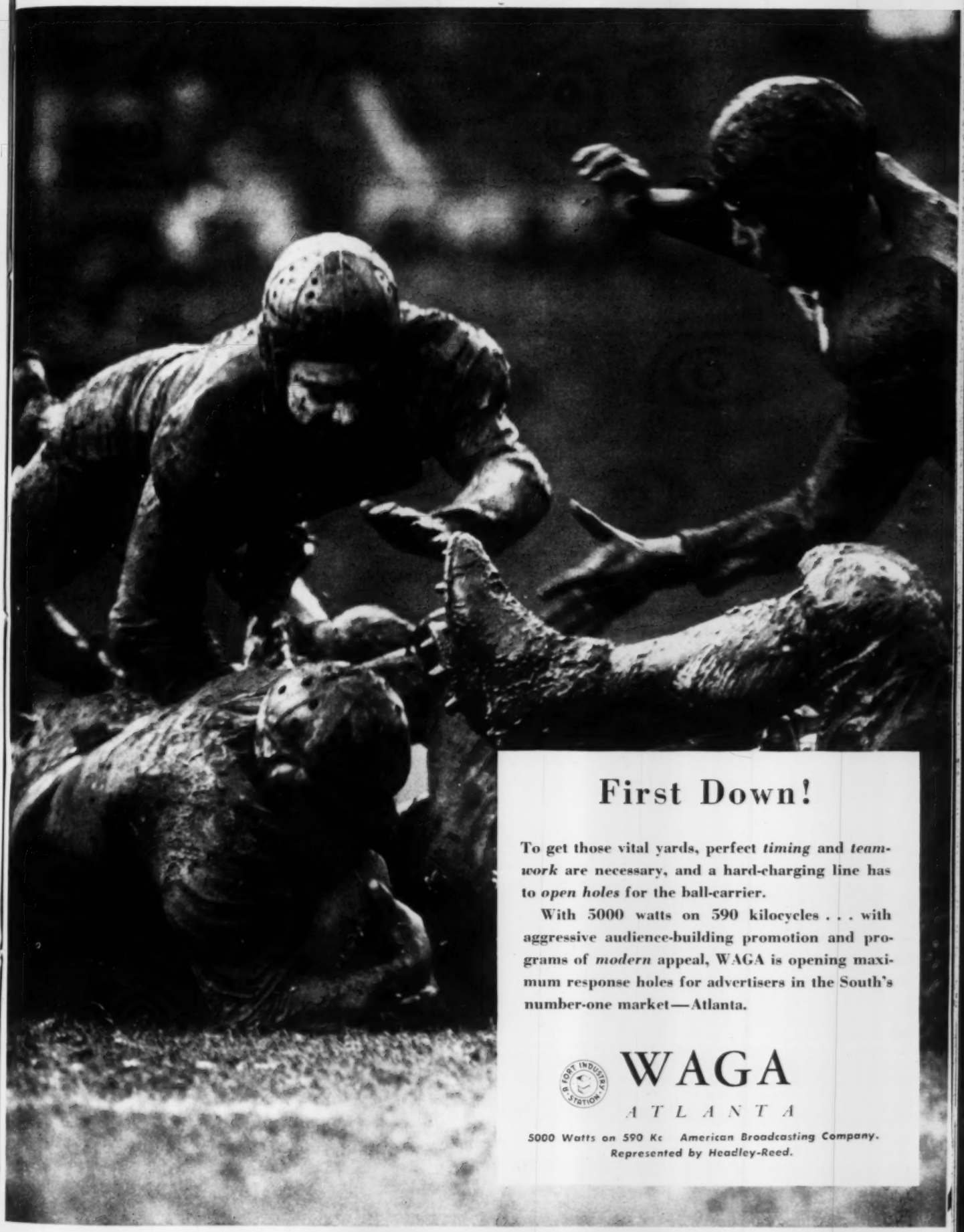
## Two New ABC Outlets To Raise Total to 235

ABC, effective Jan. 1, will add two more affiliates, bringing the network's total number of stations to 235.

WAPX Montgomery, Ala., now under construction, will operate fulltime with 1000 w on 1600 kc under the ownership of the United Broadcasting Co. The station will become a member of the network's South-Central group.

WRRZ Clinton, N. C., will operate daytime only with 1000 w on 880 kc and is owned by the Tar Heel Broadcasting System Inc., and managed by W. R. Roberson Jr.

IN BUFFALO
IT'S
WKBW
1520 K.C.
FOR
AMERICAN
BROADCASTING
COMPANY
BUFFALO BROADCASTING
CORPORATION
RAND BUILDING, BUFFALO, N. Y.
National Representatives: Free & Peters, Inc.



# First Down!

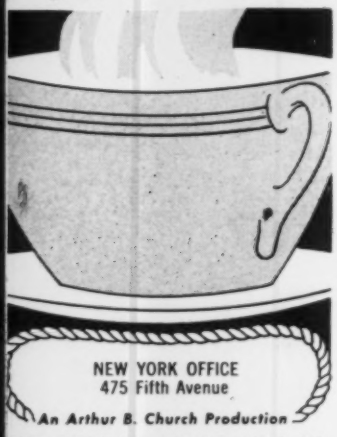
To get those vital yards, perfect *timing* and *teamwork* are necessary, and a hard-charging line has to *open holes* for the ball-carrier.

With 5000 watts on 590 kilocycles . . . with aggressive audience-building promotion and programs of *modern* appeal, WAGA is opening maximum response holes for advertisers in the South's number-one market—Atlanta.

WAGA

ATLANTA

5000 Watts on 590 Kc American Broadcasting Company.
Represented by Headley-Reed.

The Texas Rangers Sell
COFFEE*
ON WLAP
Lexington, Ky.
* JFG!

NEW YORK OFFICE
475 Fifth Avenue
An Arthur B. Church Production
OTEL PICKWICK, KANSAS CITY 6, MO.

# TECHNICAL

**HEROLD DORSCHUG,** former television technician in CBS video field department, has joined WEEI Boston as chief engineer replacing **WALTER STILES,** who has resigned to become consulting engineer.

**JAMES F. RANNEY,** engineer at WPIK Alexandria, Va., has been promoted to supervisor at that station. Former chief engineer of WRRN Warren, Ohio, he also had been at one time with KPAC Port Arthur, Tex., and WFMJ Youngstown, Ohio. He served overseas during war with Army Signal Corps as Captain.

**LEON A. WORTMAN,** formerly of WHN New York, has joined the engineering staff of WSYR Syracuse, N. Y.

**THE WORKSHOP ASSOC.,** Newton Highlands, Mass., has announced development and availability of a series of new television receiving antenna models primarily designed for single channel operation where signal to noise ratio is low.

**TUBE DIVISION** of General Electric Co. Electronics Dept. has announced new design electron-ray indicator tube, Type 6AL7-GT, which provides for visual tuning of receivers. Tube was developed to simplify problems of precise tuning in FM receivers, also is adaptable to AM, amateur and radio service work. Fluorescent pattern is of block form.

**WILLIAM H. OFFENHAUSER Jr.,** consulting engineer for CBS television laboratories, has received a fellowship in the Society of Motion Picture Engineers. The award was received in recognition of engineering activities within the society in connection with non-theatrical films.

**DEMONSTRATING** new WiRecorder to Owen F. Uridge (r) vice president-general manager of WJR Detroit, and C. F. Lydorf (c), WJR chief engineer, is Morton Neff, president, WiRecorder Corp., Detroit, which introduced new recorder at recent NAB convention in Chicago. Messrs. Uridge and Lydorf bought the first one turned out—demonstrator used in Chicago.

**DR. BALTH. VAN DER POL,** director of fundamental radio research for the laboratories of Philips Lamp and Radio Works at Eindhoven, Holland, Nov. 13 addressed the Crust Lab. staff at Harvard U. on "The Fundamental Principles of Frequency Modulation." Now president of the Technical Commission for the recently founded International Broadcasting Organization (OIR) which replaces the pre-war International Broadcasting Union, Dr. van der Pol is scheduled to visit many laboratories and scientists in this country and hold discussions with research staff of Philips Labs. at Irvington, N. Y. He is past vice president and Medalist of Institute of Radio Engineers.

**RICHARD PICKARD,** released from the armed forces, has returned to the television engineering staff of NBC.

**AL GIBSON,** engineer at WMAN Mansfield, Ohio, has married Lena Tuller.

**ROBERT McCABE,** control room engineer at WFBL Syracuse, N. Y., has resigned to join Carnation Milk Corp.

**RAYTHEON MFG. Co.** Broadcast Equipment Division, Chicago, last week announced it will begin delivery of new 250-w FM transmitters within 30 days. New units incorporate Cascade Phase Shift Modulation, a direct simple circuit which adds phase shift of six stages to produce required phase shift needed for high fidelity modulation. Raytheon stated models use only inexpensive receiver-type tubes, have direct crystal control. Units may be used in building higher power transmitters, Raytheon said.

**O. B. HANSEN,** NBC vice president in charge of engineering, has been in Hollywood for a week conferring with Western Division network executives.

### Front Burner

NEW USE for FM—rapid cooking of hot dogs—has been devised by Hank Kaiser, chief engineer of WWSW Pittsburgh and FM affiliate WMOT, and his fellow hot-dog fanciers in transmitter department. While testing 3 kw amplifier connected to dummy antenna, boys rigged up system of preparing hot meals in matter of seconds. By leading transmission lines to dummy antenna and placing franks in dummy circuit the dogs cook in seconds.

## WKBR, New Manchester Outlet, on Air Fulltime

WKBR Manchester, N. H., new standard station, is now operating from 6 a.m. to midnight, using 1240 kc with 250 w. A basic affiliate of Yankee-Mutual networks, WKBR is owned and operated by Granite State Broadcasting Co.

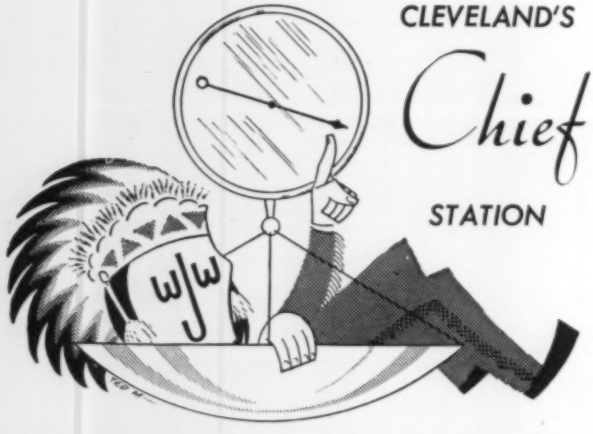
William J. Barkley, executive vice president of Collins Radio Co., is president, and William F. Rust Jr. treasurer and general manager. Mr. Rust was formerly with General Electric Co., and served in the Navy. Program director is Arthur I. Rothafel, formerly head of the radio departments of Maxon Inc. and Fletcher & Ellis, agencies. WKBR erected a new building housing transmitter, studios and offices at 155 Front St., Manchester. Collins equipment and UP radio wire and used. Station's representatives are Walker Co. and Bertha Bannan.

## Education Week Discs Take Up Atomic Energy

CHALLENGING theme for American Education Week, the second week in November, is "Education for the Atomic Age," which is to be spotlighted by a series of seven radio programs released this week. The documentary transcriptions have been produced by Shannon Allen Assoc., and are written by Dorothea Lewis, network and Government free-lance writer.

First of the programs, which present a highly original approach to the problems of the Atomic Age, consists of a 15-minute production, *Deadline for Living*. There are also six five-minute discs on such themes as tolerance, the role of the community in building a more secure future, economics, etc. Each contains specific information on what can be done by individuals and the community in working toward a peaceful Atomic Age.

Series is being distributed at cost by the National Education Assn. to schools and colleges throughout the country for placement on local stations. They can be used as separate programs or as "cores" of longer programs built around the atomic theme.

BEGIN THE BIG GAIN with . . .
CLEVELAND'S Chief STATION


To begin the big gain—to give more weight to your sales—choose the station that carries plenty of weight in the nation's fifth greatest market . . . WJW in Cleveland. Long term advertisers have found that better local programming planned for top interest has made steady gains in listener acceptance . . . has made sturdy gains in sales for advertisers.
BASIC ABC Network CLEVELAND, O.
WJW
850 KC 5000 Watts DAY AND NIGHT
REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

"Home, Sweet Home"— and there are 67,194 radio homes in WRRF's territory*

*WRRF's territory has a population of more than 600,000 persons.
SOON 5000 WATTS
In Eastern North Carolina the regional station is WRRF. This rich area is one of the most fertile agricultural belts in the nation and is the heart of the Bright Leaf Tobacco Belt. Last year's tobacco crop in Eastern North Carolina sold for $175,000,000.00.
930 KC - 1000 Watts
WRRF
Washington, N. C.
ABC Network
Tar Heel Broadcasting System, Inc.
Natl. Representatives Forjoe & Co., New York, Chicago, Los Angeles

*"If you like to make sure a show is good before you buy, you ought to . . .*

# Listen to ABC"

MANY smart advertisers have saved themselves a lot of money—and headaches—by investing in tried-and-proven radio shows on ABC . . . shows that ABC developed, put on the air, built an audience for, and then sold on the strength of their popularity.

Such a show, for example, is *Here's Morgan*, which Eversharp bought for Schick *just three weeks* after it made its debut on the network. (Eversharp must have read those critics' raves!) On his *first* sponsored broadcast, Henry turned in a Hooper rating of 11.1 with 40.3% share of the audience.

Another alert advertiser, Sterling Drug, bought *Bride and Groom, one week* after it started on ABC. Recently, too, the Hastings Manufacturing Co. snapped up *I Deal in Crime*, starring William Gargan, as soon as they saw what the show was doing audience-wise. (First sponsored rating 6.8.) *Counterspy*, a topflight mystery show, now scores an 8.4 Hooper for Schutter Candy. The *Johnny Thompson Show*, Sunday afternoon, 15 minutes—now earning a 5.5—proved to be just what was wanted by the Harvel Watch Co. And *Policewoman*—another ABC-developed show—was barely on the air before Carter Products decided it was what they were looking for.

### *What ABC offers right now*

Here is a list of top-drawer sustaining shows on ABC today—successful shows that smart advertisers can put to work selling their products without risk:

**WILLIE PIPER.** A delightful, warm-hearted new comedy-drama, written by Samuel Taylor (*The Aldrich Family*, *Maisie*). Ben Gross of the Daily News calls it a "homey and wholesome comedy . . . deftly written and well acted." And listen to Variety! "A completely charming half-hour . . . pace, production and narration were all on a par with the script . . . strong material here." A winner if there ever was one! Sundays, 6:30 to 7:00 P. M., EST.

**FAT MAN.** This Dashiell Hammett detective-mystery show . . . building a bigger and bigger audience of regular fans as the weeks go by . . . has *just hit a 9.0 Hooper!* That's a higher rating than 76% of all the commercial shows on all networks. Mondays, 8:30-9:00 P. M., EST.

* * *

**PAUL WHITEMAN SHOW.** Paul Whiteman with the full Whiteman orchestra and chorus and soloists Johnny Thompson and Eugenie Baird, in a program of well-loved melodies. Building a steady, loyal audience that will mean steady, loyal customers for some alert sponsor. On ABC Sundays 8:00-8:30 P. M., EST.

* * *

**FAMOUS JURY TRIALS.** Years of uninterrupted broadcasting have made this one of the best-known programs on the air. Week in, week out, it earns a good, solid rating—has reached 7.8 with 25.2 share of audience. A great buy for an advertiser who wants a big audience at low cost without risk. Hear it Saturdays, 8:00-8:30 P. M., EST.

* * *

**SO YOU WANT TO LEAD A BAND.** Sammy Kaye's new show combines audience participation, prizes, swing music, humor and showmanship into sure-fire entertainment for the entire family. A great variety show a sponsor can have on the road night after night—working to sell his product in scores of cities through big-time tie-ups with local dealers and distributors. Now on the air Thursdays 9:30-10:00 P. M., EST.

* * *

**All these shows** are building up audiences for advertisers who want to make sure they'll get their money's worth before they buy. They're bound to be bought before long—so if you want to pick the show that can do the best selling job for you, you'd better get the full story from ABC without delay!

## American Broadcasting Company

A NETWORK OF 228 RADIO STATIONS SERVING AMERICA

**Fish, Furniture and a Spartan Philosopher**

Charlie Hammond has been *selling* on WSPA for the past 15 years. Mostly he talks about fish. Charlie and his cronies are great fishermen, and listeners seem to like the fish stories Charlie brings back from his trips, for the sponsor's sales have soared over 400% since Charlie began to philosophize about fish.

**WSPA** Spartanburg, South Carolina

5000 watts day and night, 950 Kc Rep by Hollingbery
CBS Station for the SPARTANBURG-GREENVILLE Market


**HAL THOMPSON**, for 10 years member of the announcing and special events department of WFAA Dallas and KGKO Fort Worth, has been appointed program supervisor of the stations. **BILL SHAPARD**, former night supervisor of WFAA—KGKO, is now production supervisor of the stations. He started with WFAA, spent 10 years at WHN New York and returned to Dallas outlet last year.

**PRICE BURLINGAME**, producer and transcription supervisor of KEX Portland, Ore., has been named full time producer. **LORRAINE RUSSELL**, former music library assistant, now heads transcription library. **ELIZABETH SPENCER**, formerly with CBS San Francisco, is new KEX music librarian.

**PAUL FRANKLIN** has replaced **ALBERT VAN ANTWERP** as writer of Don Lee Broadcasting System "Red Ryder" following death of latter.

**HOAGY CARMICHAEL**, star of his own CBS show for Luden's Inc., is author of "The Stardust Road," autobiography, published Nov. 4 by Rinehart & Co., New York.

**MICHAEL DOUGLAS**, singer on NBC "Kay Kyser Show," has resigned effective Jan. 1 to join Republic Pictures Corp. as actor.

**ETHEL GREENFIELD**, former student of NBC-UCLA Summer Radio Institute, has been made chief continuity writer of KERO Bakersfield, Calif.

**HAROLD PEARY**, star of NBC "Great Gildersleeve," has completed second album of Capitol Record children's stories. He narrates "Hansel & Gretel" and "Brave Little Tailor."

**AUBREY ISON**, separated from AAF as major and former announcer of NBC Hollywood, has joined ABC Hollywood in similar capacity.

**AGNES MOOREHEAD**, co-star of CBS "Mayor of the Town," has been cast in Warner Bros. "Dark Passage."

**EDDIE FORMAN** and **PAUL CONLON** have replaced **PARKE LEVY** as writers of NBC "Abbott and Costello Show." Assisting are **AL RINKER** and **BURTON McLANE**.

**AL MARSHACK**, former CBS writer, has been appointed dramatic assistant to

# PRODUCTION

**SEYMOUR SIEGEL**, acting program director of WNYC New York, succeeding **NAT RUDICK**, who has resigned to form his own package firm.

**BACK IN HER OLD HOME TOWN**, June Haver is welcomed by Les Johnson, general manager of WHBF Rock Island, Illinois. Miss Haver began her swift rise to fame as m.c. of the WHBF "Juvenile Theater."

**MIKE HAYWARD**, former WNYC New York announcer, has joined the United Nations Dept. of Public Information as announcer on overseas broadcasts.

**XAVIER CUGAT** has been awarded honorary degree of Doctor of Music by U. of Oklahoma.

**TOMMY BARTLETT**, Chicago radio actor, has joined cast of ABC's "Wake Up and Smile" program as m.c. of the Sat. 8-9 a.m. (CST), program.

**NAT WOLFF** has replaced **Z. WAYNE GRIFFIN** as producer-director of CBS "Eddie Bracken Show."

**RED SKELTON**, star of his own NBC show, has been assigned to MGM's "Hold on to Your Hats" cast.

**HOWARD G. BARNES**, CBS producer-director, has resigned from the network effective Dec. 16. Mr. Barnes joined CBS in 1939 and served in the Navy during the war, rejoining the network last December.

**ADA LONSON** has joined the continuity staff of CHAT Medicine Hat, Alta.

**JOHN ANSELL**, formerly of CJVI Victoria, B. C., has joined the announcing staff of CKWX Vancouver. **BOB FORTUNE** has moved from announcer to continuity writer at CKWX.

**THEODORE BERGMANN**, released from the armed forces, has returned to the international deparment of NBC.

**FRANCES CRANE** has joined the continuity staff of KROW Oakland, Calif., replacing **BETTY JANE DAYMUDE**. Miss Crane previously had been with KENO Las Vegas, Nev.

**PAUL MONSON**, announcer at WMAS Springfield, Mass., is the father of a girl, Virginia Charlotte.

**BOB ROBERTS**, announcer at KYW Philadelphia, plays feature role in new English film, "A Matter of Life and Death." Movie was cast while he was in England with Armed Forces Network. U. S. title will be "Stairway to Heaven."

**MYRNA PETERSON**, new to radio, has joined program staff of KOAD Omaha.

**BOB REID**, announcer-operator at CKCW Moncton, N. B., Oct. 26 married Edith Gamble.

**ANNE HAYES**, director of women's activities at KCMO Kansas City, has been appointed chairman of 10th District, Association of Women Directors of NAB.

**BOB POLLOCK**, former commercial manager of WSB Atlanta and before that the Army's radio chief in ETO, has gone into radio acting and joined the casts of "Buck Rogers" on Mutual and "The Romance of Helen Trent" on CBS. Since leaving WSB several months ago he has been identified with Dan Golenpaul Assoc., producer of "Information Please."

**GENE MILNER**, program manager of KBIZ Ottumwa, Iowa, for two years, has joined the announcing staff of KRNT Des Moines.

**C. ALTON COCKE**, former AAF orientation officer recently with KGKB Tyler, Tex., as announcer and news editor, has joined KWBC Forth Worth as program manager.

**MAX KARL**, public service director of WTCN Minneapolis, has been appointed chairman of the Radio Committee of Minnesota Safety Council. **JOHN MEAGHER** of KYSM Mankato, Minn., also is on committee which will include representatives from one other outstate station.

**JON F. KARBER**, chief announcer at KTHS Hot Springs, Ark., before the war and released from the Army as a captain, has been appointed program director of KTHS. **MARGARET LOCKRIDGE** joins continuity staff. New to announcing staff is **ARCHIE L. LEONARD**, released from the Marines, who formerly had been with WNAX KODY KFMB.

**CHET BEHRMAN**, program director-production manager of WKMO Kokomo, Ind., has resigned to freelance in radio and television on West Coast.

**LARRY LAWRENCE**, in Canadian and American radio for six years, has joined announcing staff of WCKY Cincinnati. Recently network freelance announcer in New York and Toronto, he served with RCAF during war. He previously had been with CHML CKGB CKLW.

Mr. Lawrence

**JOE RINES** has withdrawn as producer of CBS "Mel Blanc Show" because of conflict on character and program format. Sponsor is Colgate-Palmolive-Peet, placing through Sherman & Marquette. Mr. Rines continues to produce NBC "Judy Canova Show" for same sponsor and agency.

**ROSS MARTIN**, Washington radio and entertainment freelance, has been added to the talent staff of WTOP Washington. He is m.c. of new audience participation quiz, "You're the Top," Mon. 11:15-11:30 a.m.


We Don't Believe In

*Waste...*

*ON the contrary*, we're firm believers in treating your radio budget gently, and coaxing all of the worthwhile coverage we can out of it. If *THE DETROIT AREA* is your market, our 5,000 watts at 800 kc. gives you its largest concentrated coverage. Results for advertisers, plus our time-sales record, proves that plenty of radiowise advertisers think we're a great station. Actual case-histories of what we mean are yours for the asking.

*In the Detroit Area, it's*

**CKLW**

J. E. Campeau
Managing Director
★
Adam J. Young, Jr. Inc.,
Nat'l. Representative
★
5000 Watts
Day and Night
800 kc

MUTUAL BROADCASTING SYSTEM

*"Everything WFDF Flint advertises he goes and buys."*

# *Morning favorite*

## OF FEMININE LISTENERS IN NORTHERN CALIFORNIA

For sixteen years, the name of Ruth Thompson has been the open sesame for sponsors offering products and services to women.

Her morning broadcasts under the title of "The Melting Pot" continue to sway the feminine audience in the west's richest market. That is why leading accounts renew their participations in her program season after season.

For further details, call Adam J. Young Jr., Inc., national representatives, New York and Chicago.

RUTH THOMPSON
Appears over
**KYA**
SAN FRANCISCO
9:10 TO 9:30 A.M. MONDAY THRU FRIDAY

**The Winning Time**

**is the Time You Buy on**

BINGHAMTON, N. Y.

•

**N.B.C. in the Triple Cities**

HEADLEY-REED

National Representatives

**WWL**

**New Orleans**

*shouts its shows on car cards throughout the year*

**Folks Turn first to-**

**WWL**

**NEW ORLEANS**

A DEPARTMENT OF LOYOLA UNIVERSITY

***THE GREATEST SELLING POWER IN THE SOUTH'S GREATEST CITY***

**50,000 Watts - Clear Channel CBS Affiliate**

***Represented Nationally by The Katz Agency, Inc.***


ALTHOUGH the football season is in full swing WIND Chicago already has announced completion of its spring baseball coverage. WIND again will broadcast exclusively all home and out of town games of the Chicago Cubs with Bert Wilson doing play by play commentary. Mr. Wilson was signed recently to a two year radio-television contract. Sponsor of the Cub games in 1947 will be P. Lorillard Co. (Old Golds) and Walgreen Drug Co.

### Cities Saluted

WNBC New York will carry its new call letters into 13 localities of its area in a series of all-day salutes to the cities and communities primarily covered by the station. The first city to be honored will be Bayonne, N. J., which will be in the spotlight Nov. 19. Other salutes will be at weekly intervals and will include four boroughs in New York City and cities in Long Island, New Jersey, Westchester and Connecticut. In the all-day broadcasts, on-the-spot presentations of business, civic, industrial and social life in the honored city will be aired over WNBC facilities.

### ABC Video Up

ABC VIDEO schedule reached 9½ hours last week, heaviest in the network's television history, according to Paul Mowrey, ABC national director of television. Network, which as yet operates no video station of its own, produces programs on other stations by special arrangement. Last week's ABC telecasts included two half-hour studio programs on WABD New York, one on WFIL Philadelphia and one on WBKB Chicago, with hockey game pickups in Philadelphia and Chicago making up the other 7½ hours.

### North Pole Toyland

THE DU MONT-John Wanamaker television studio in New York will be transformed into a North Pole toyland for children for five days, Nov. 29-30 and Dec. 7, 14 and 21. Under the direction of Bob Emery, manager of the Du Mont sustaining program department, three programs on each of the five days will be televised on WABD New York, Du Mont video station, with the children taking part playing in the toy band, singing Christmas carols, competing in games and choosing presents.

### Program Honored

MBS "Twenty Questions" quiz program sponsored by Ronson Art Metal Works, Nov. 16 was presented the "Radio Program of the Month" award of Dramatics Magazine. Program was chosen by the magazine because of its "unique record of achievement as a novel quiz program, and because it meets the highest standards for both entertainment and education."

### Series on Books

TO STIMULATE teen-age interest in libraries, KGW Portland, Ore., is carrying "Reading Is Fun" in cooperation with Portland Library Assn. As further stimulus station has held auditions to select juvenile lead for dramatizations of "Alice in Wonderland." Some 111 entries tried for four-week contract.

### Student Debates

WEEKLY half-hour program started by WKXL Concord, N. H., is "Debating Club of the Air," featuring students from 2 of the 12 participating high schools and academies in that area. Delegates from a third school act as judges. Subjects of current importance are picked by the students for discussion.

### New KDYL Quiz

CASH awards and merchandise prizes are given on new quiz show of KDYL Salt Lake City, sponsored by Purity Biscuit Co., Salt Lake. Titled "Purity Cracker Barrel Quiz," program is aired Tues.-Fri. 11:15 a.m. Questions are submitted to both air and studio audiences.

### Show to Full Network

THE WNBC New York program, "Serenade to America," returned to the NBC full network Nov. 11 and is heard at same time, Mon. through Fri. 6:15-6:40 p.m. Music is directed by Milton Katims and H. Leopold Spitalny and highlights each evening two of NBC's contract singers.

### WINX Crusade

"DEDICATED to the death of ignorance," a new 26 week public service series started Nov. 12 on WINX and WINX-FM Washington. Titled "Bright Tomorrow," half-hour program is heard Tues. 7:30 p.m. Original scripts are aimed toward furtherance of the crusade against intolerance. Sol Panitz, director of public service programs, is producing series.

# PROGRAMS

### Scholastic Participation

WIBG Philadelphia has started new scholastic program series heard daily Monday through Friday. One of the Philadelphia area colleges or high school groups put on their own program each day in half-hour period. Set for the series are seven colleges and over 30 New Jersey and Pennsylvania High schools.

### Question Promotion

PROGRAM format boosting NBC Parade of Stars has been started by KDYL Salt Lake City on post-midnight record show, "Life Begins at Midnight." Questions concerning personalities, programs and sponsors are posed before each record with correct answer first telephoned in to station receiving the disc. Program is aired Mon. through Sat. 12-1 a.m.

### Sustainer Resumed

NBC Central Division, Chicago, has returned a summer replacement to the air as a sustaining program in "Grand Marquee," Sun. 3:30-4:00 p.m. (CST), effective Nov. 17. Program, featuring Olan Soule and Beryl Vaughan, was heard in the "Amos 'n' Andy" spot during the summer.

### Educational Series

SERIES of educational programs for local public schools has been started by WJTN Jamestown, N. Y. The six-weekly quarter-hour programs tie-in with various courses of study and are styled for different grade levels. Programs are produced in cooperation with the school system.

### Atom Group Report

DR. ALBERT EINSTEIN and Dr. Harold C. Urey were to report the findings of the Emergency Committee of Atomic Scientists on special NBC program Nov. 17, Sun. 11 a.m. Committee met at Princeton U. Nov. 15-17.

### Returns to Society

NEW YORK City Commissioner of Correction Peter F. Amoroso and his department's classification board Nov. 10 started weekly program, "Toward Return to Society," Sun. 8-8:30 p.m. on WNYC and WNYC-FM New York.

### VFW Award to WIOD

WIOD Miami, Fla., in recognition of "unparalleled service to the veteran," has been presented a citation from the national headquarters of Veterans of Foreign Wars. Presentation ceremonies were broadcast Nov. 11.

### New Shows on WPIK

STUDENT body of a high school, college or university in Metropolitan Washington is saluted in new daily quarter-hour music program, "For You at Four," started by WPIK Alexandria, Va. New morning program on WPIK is "Women With Wings," featuring interviews with women employes of airlines operating in Washington.

### Transportation Salute

SERIES of programs saluting the transportation companies of Midwest cities is being prepared and broadcast by WLW Cincinnati. Titled "Destination Unlimited," program started Nov. 17 in Sun. 12:30-1 p.m. period. Each week an award is presented a transit firm official.

### CBS Corwin Series

CBS is planning series of 8 to 13 weekly half-hour sustainers to begin shortly after Jan. 1 featuring Norman Corwin who will report on his round-the-world flight, which he made as winner of the Wendell Willkie One World Award.

### Scouts on CFRN

CFRN Edmonton, Alta., is presenting weekly "Scout's Variety" program in which Boy Scouts and Girl Guides of the area produce their own show.

### Ad Club on Air

WLIB New York will broadcast monthly meeting of the Women's Advertising Club Nov. 19 from Astor Hotel, New York. Sylvia Porter, New York Post financial editor will be guest speaker.

## WSBC Foreign Shows Are Recorded Overseas

WSBC Chicago, foreign language station, is now broadcasting what it believes is the first foreign language program originating overseas since before the war.

WSBC's program director, Julius Miller, arranged for transcriptions to be made in Europe and sent air express to the station. Spot recordings from Czechoslovakia are now being aired on American Bohemian Hour 8:30 p.m. Monday through Thursday. First one included a reception for General Eisenhower in Prague Castle. Another series is originated in Ifaly and Paris with Luigi Antonini, AFL delegate to the Paris Peace Conference interviewing Italians.

RALPH N. WEIL, General Manager — JOHN E. PEARSON CO., Nat'l Rep

You're the winner!
When You Take to The Air Over KNOW
When your goal is successful sales-promotion in the Austin area, your best strategy is to let KNOW carry your messages.
With KNOW in your lineup, your campaign is sure to be a success. For KNOW always has plenty of receivers. In fact, more Austin people listen regularly to KNOW than to any other Central Texas radio station.
KNOW's loyal listening audience means effective, low-cost sales results for you. KNOW delivers more dialers per dollar, and Austin delivers more dollars per dialer.
Be sure to include KNOW in your next campaign.
radio station
KNOW
AMERICAN BROADCASTING CO.
TEXAS STATE NETWORK
WEED & COMPANY, Representatives
New York, Boston, Chicago, Detroit, Hollywood, San Francisco

WAVE IS CANNY, ABOUT NANNIE (Ky.)!

We ain't sure whether Nannie (Ky.) was named after a lady goat, or maybe somebody's grandmother. All we know is that we don't try very hard to reach Nannie — or Cut Skin, or Paw Paw, or Loony (Ky.), either. WAVE is dedicated to covering the *Louisville Trading Area.* WAVE's area gives you 51.9% as much in retail sales as Kentucky's *total.* Why don't *you* use WAVE, and thereby separate the sheep from the Nannies?

LOUISVILLE'S WAVE

NBC AFFILIATE . . 5000 WATTS . . 970 KC

FREE & PETERS, INC.
National Representatives


THE QUAKER OATS Co., Chicago, sponsor of "Ladies Be Seated," and ABC, network over which the program is heard, are cooperating with Universal Pictures in a radio audience contest for the identification of a "magnificent doll." Contest is in conjunction with world premiere of new film. "Magnificent Doll," which opens in Chicago Nov. 21 when "Ladies Be Seated" originates from Palace Theatre stage there. During three weeks following premiere performance, the "magnificent doll," to be identified through the ABC show, will be in a designated city and the first radio listener who identified the girl, from details of her costuming, will be winner for that city. Contest will be centered in 14 key cities with winner in each city brought to New York for special ceremonies.

### WJZ Photo Contest

PRIZES totalling $1,000 will be awarded by WJZ New York to amateur photographers submitting best pictures of farm activities and rural scenes in a contest conducted by the "WJZ Farm News" program heard Mon. through Sat. 5:45-6 a.m. In the contest which opened Nov. 15 and closes Jan. 22, 1947, prizes of $50, $25, and $10 will be paid in each of five classes plus 75 honorable mention awards of $5 each. Grand prize is $200 for best photo.

### Coast Luncheon Club

RADIO-PRESS Luncheon Club, comprising heads of the promotion and publicity staffs of the San Francisco stations and newspaper and trade press, has been formed with meetings scheduled every Monday at noon in the San Francisco Press Club. Harry Elliott of Harry Elliott Adv. and Louise Landis, KPO-NBC press manager, head organization.

### Research Firm Folder

MARKET research operations and services offered by Facts Consolidated are outlined in promotion folder issued by that firm. Also given is partial list of clients as well as members of staff.

### Staff Introductions

PICTURES of writing staff of KDYL Salt Lake City are presented in first of a series of mail pieces to be prepared by station to acquaint advertisers with KDYL staff. Series is titled "A Specialized Art," explains how various departments have been created to serve clients.

RADIO PROMOTION success is evidenced in these partial results of mail-pull venture of The Southern Farmer on WCKY Cincinnati. Nelson King, who conducts WCKY "Jamboree," portion of which was used to boost paper's subscription total, surveys single day's mail. Listeners have been vieing for merchandise prizes in word contest announced on program.

# Promotion

### ABC Awards Plan

A SALES awards plan for its co-operative programs will be inaugurated by ABC on Jan. 1, 1947, giving merchandise prizes to station salesmen based on a point rating achieved through the sale of ABC co-op programs. Under the plan, points are awarded salesmen for achievement and these points may be cashed in at any time during the year for such prizes as a bridge set, Philco radio-phonograph or electric refrigerator.

### CBC Overseas Book

FOR ITS international shortwave service, CBC Montreal has issued an illustrated booklet, Canada Calling, which not only lists programs for the month but features scenic views of Canada, gives data on Canada and Canadian broadcasting, portrays people heard on foreign language programs and has columns by foreign-language directors in French, Czech, Dutch, German, Spanish and Portuguese.

### Sponsors Delegates

RECOGNIZING import of college student thought on international matters, KGW Portland, Ore., has sent two student delegates to United Nations Assembly in New York on all-expense basis. Their purpose is presentation of Pacific Northwest College Conference resolutions representing views of 47,000 students from 31 Northwest colleges and universities.

### Pulling Power

PULLING power of WFIL Philadelphia in securing playing cards for distribution by the Red Cross at Valley Forge and Philadelphia Naval Hospitals is related in promotion folder mailed last week by the station. Piece is titled "What a Drawing Card," bears on cover a Jack with face of WFIL early morning man, LeRoy Miller, superimposed.

### Service Series Folder

FOLDER titled "I Am an Alcoholic" and relating details of service program series devoted to correction of alcoholism has been prepared by KLZ Denver for distribution to 2,000 business, government and agency representatives. Adorned with pink elephants on its cover, piece explains how program is presented in cooperation with local Alcoholics Anonymous organization.

### Plans Campaign

KFWB Hollywood has appointed Lockwood-Shackelford Adv., Los Angeles, to handle special promotion campaign for start of Martin Block as station's disc m.c. Media will include billboards, trades, daily papers, fan publications as well as car and store cards.

### Promotion Personnel

**JUDY SMITH,** news and feature editor of Don Lee Broadcasting System Hollywood publicity staff, has resigned to become housewife following husband's discharge from Marine Corps.

**MARCIA P. LEGERE,** formerly on staff of Mademoiselle Magazine, has joined publicity staff of Don Lee Broadcasting System, Hollywood.

**GIL SIMON,** promotion and publicity director of KFWB Hollywood, has resigned to enter advertising agency business on his own.

**MILDRED SANTELLI,** formerly with Adler Prager Co., N. Y., joined WLIB New York press department.

**JOSEPH SAGE,** picture editor, CBS press department, Nov. 8 became the father of a girl.

**IRWIN A. JOHNSON,** director of public relations at WBNS Columbus, Ohio, has been named chairman of the Franklin County Christmas Seal Campaign for 1946.

**TEX TAYLOR,** promotion manager of KRNT Des Moines, is the father of a boy, James Allan, born Nov. 2.

**EDWIN W. BUCKALEW,** station relations director of CBS Western Division, is in Arizona conferring with executives of KOY Phoenix, KTUC Tucson and KSUN Bisbee.

**MARGOT PATTERSON,** former feature editor of Story Digest, has joined WOR New York as assistant to **JOSEPH CREAMER,** director of advertising and promotion. She replaces **LENORE HERSHEY,** who has resigned to freelance.

### School Press Interview

MORE than 200 New York metropolitan school paper editors today Nov. 18, will interview Bob Hawk, m.c. of the CBS "Bob Hawk Show," sponsored by R. J. Reynolds Tobacco Co. Interview will be held in CBS Playhouse No. 2 in New York immediately following the Hawk program, 7:30-8 p.m. The editors will watch the show and remain afterward to ask questions on which to base stories for their school papers.

### NBC Stars Parade

EXCLUSIVELY NBC STARS and personalities will be seen in Hollywood's annual Santa Claus Lane parade Nov. 22. Pageant will utilize approximately 50 radio names in a two-mile course through Hollywood.

### Trade Ad Reprint

REPRINTS of advertisement used during past several weeks by WGAR Cleveland in trade journals are being distributed by the station. Ad concerns WGAR promotion activities.


Lehigh

*INVITES YOUR INQUIRIES*

*FOR AM, FM, and TELEVISION TOWERS*

LEHIGH STRUCTURAL STEEL CO.

17 Battery Place New York 4, N. Y.

Plant at Allentown, Penna.

Offices In Principal Cities

Everyone likes music

KSFO

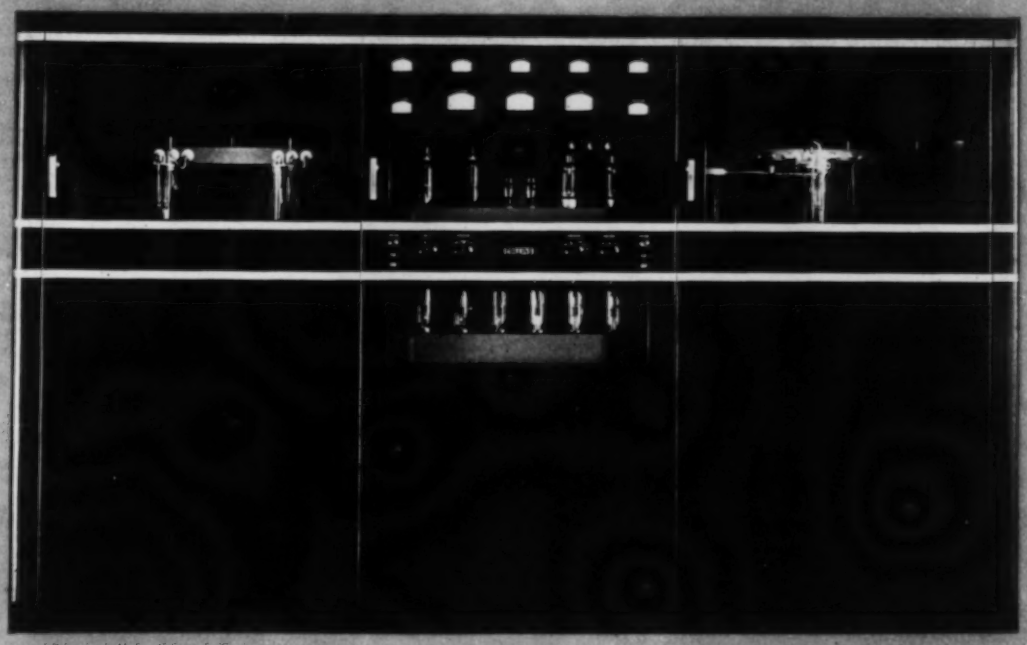
SAN FRANCISCO

represented by

UNIVERSAL RADIO SALES

New York • Chicago • San Francisco

Los Angeles • Seattle



# Engineered Satisfaction!

The Collins 21A is a thoroughly modern AM broadcast transmitter, engineered in all respects to give you complete satisfaction. Here are some of its advantages:

- high fidelity—30 to 10,000 cps ±1.5 db.
- low distortion—less than 3% rms at 95% modulation.
- low noise level—more than 60 db below 100% modulation level.
- simple operation—centralized meters and controls with motor driven tuning.
- instantaneous power reduction—from 5 kw to 1 kw output by lowering the plate voltages.
- air cooled—forced ventilation with filtered air.
- overload protection—magnetic a-c circuit breakers; recycling relays for d-c overloads.
- reliability—only highest quality components, to give high safety factors.
- accessibility—vertical chassis construction and roomy cabinets greatly simplify maintenance. Front and rear doors are full length.

These are but a few of the many excellent features offered in the 5000 watt 21A. Let us send you an illustrated bulletin with further details.

**FOR BROADCAST QUALITY, IT'S...**

COLLINS

**COLLINS RADIO COMPANY, Cedar Rapids, Iowa**

11 West 42nd Street, New York 18, N. Y. • 458 South Spring Street, Los Angeles 13, California

**WEST TEXAS**

*Where Listener Loyalty is a Reality—*

**KRBC** *Abilene* *16

**KBST** *Big Spring* *5 (a)

**KGKL** *San Angelo* *13

*** Indicates the number of counties in which the BMB reports show West Texas Network stations have a daytime audience of 10% or more.**

**(a) (Now 250 Watts.)**

*For details see*

**JOHN E. PEARSON CO.**



**BAHA'I**

**The New Dimension in World News**

Neither the camera nor the two-dimensional mind can take a true picture of today's events.

Is a street brawl somewhere in Europe just a street brawl or the first skirmish in a struggle between economic philosophies that will again submerge the entire world?

Is a market collapse the sign of temporary nervous uncertainty or the indication of the end of an era in American civilization?

Is a race riot a minor outbreak of local tensions or the sign of a new and revolutionary adjustment of race relations throughout the earth?

The new dimension in world news is the *meaning* of what goes on. News interpreters can no longer afford the attempt to confine events within the old, traditional categories which seemed to explain them in the past—by devices which substituted *wishes* for *truth*.

What is happening to the world on a world scale? The all-dimensional picture of our age is given in the teachings of the Baha'i World Faith. A brief outline will be sent on request.

**BAHA'I PUBLIC RELATIONS**

**536 Sheridan Road, Wilmette, Illinois**


## The Great Henry

BILL HENRY, CBS top newsman, has now joined the ranks of "Great Americans." A history teacher in California was quizzing the class on America's great men, and asked who said, "Give me liberty or give me death." One bright teen-ager eagerly answered, "It was Bill Henry," and added authoritatively, "Mr. Henry now lives in Washington, D. C."

## Canadian Exchange

CANADIAN LISTENERS will get a good view of radio broadcasting from a series of talks now being aired each Wednesday evening by British, American and Canadian authorities. Included among Americans to be heard on *Radio 1946* on the CBC Trans-Canada network are Lyman Bryson, CBS public affairs counsellor, on "Freedom of the Air"; Elmer Davis, on "Radio and International Understanding"; Charles Siepmann on "The Essential Effectiveness of Radio"; Jack Gould, radio editor *New York Times* on "Radio As Entertainment"; Deems Taylor on "Music on the Air"; Dr. I. Keith Tyler, executive director of Institute for Education by Radio, Columbus, Ohio, on "Broadcasting in the United States." The series was opened by A. D. Dunton, CBC board chairman, who was followed by Sir Ernest Barker, member of the British Broadcasting Corp.'s advisory committee. Canadians on the series include Merrill Denison, playwright, New York, on "Radio Drama"; A. W. Trueman, U. of Manitoba prexy and former CBC board member on "The Listening Reader"; Dr. J. S. Thompson, U. of Saskatchewan prexy and former CBC general manager on "The Listening Worshipper"; Arthur Phelps, CBC International Service program supervisor on "Radio and National Consciousness."

## To Study Cuban Assn.

R. H. OTTO, vice president of export advertising, New York, has been selected to head a study of the Cuban Assn. of Advertising Agencies to determine whether the association's recent network agreements might tend to exclude American agencies [BROADCASTING, Sept. 23]. The agreements reported by Joshua Powers, president of the Export Advertising Assn., at the association's Oct. 30 luncheon meeting, held in New York City, was made by the Cuban Assn. of Advertising Agencies, to Cuban publishers, magazines, newspapers and broadcasters, that they recognize as agencies only members of their association. Among the qualifications for membership an advertising agency must have a minimum of 10 clients and a $60,000 annual business volume.

# News

**HARRY CAMPBELL**, former farm director of WOWO Fort Wayne, Ind., has been appointed farm director of WBBM Chicago. Station Nov. 18 starts full hour farm-information program, 5-6 a.m. (CST). At same time station named **GLADYS BLAIR**, previously with WLS Chicago, as home economics director to be heard thrice weekly as part of early morning farm show.

**THOMAS HENSHAW** has been added to news and publicity departments of KOAD Omaha. During war he was news editor and publicity director of several Special Service units in Europe. He succeeds **JAMES FLANAGAN**, now with news department of WOW Omaha.

**LEO BOLLEY**, veteran sportscaster of WFBL Syracuse, N. Y., resigns Jan. 1 to enter freelance field.

**SAM STEIGER**, for a year and a half with WHIO Dayton, Ohio, has been appointed farm program director of the station. He will be in charge of expanded WHIO farm service activities. He previously had been with WMOH Hamilton, Ohio.

Mr. Steiger

**KRNT** Des Moines now is airing and transcribing for WMT KGLO KBUR KVFD a new quarter-hour news program, "Iowa News Extra on the Air—From the Air," sponsored for 13 weeks by Cessna Airways Inc. of Des Moines. Sponsor provides plane and pilot for KRNT Newscaster **RUSS VAN DYKE** who with an engineer flies about the state with wire recorder to cover special events and spot news happenings.

**FRANK (Salty) MALLANTS**, fishing commentator of WIOD Miami and outdoor editor of the Miami Daily News, has been elected to the board of directors of the newly organized Florida Outdoor Writers. He attended annual convention of Florida Wildlife Federation at Orlando Nov. 15-18. Mr. Mallants is past executive secretary of latter organization.

**JOHN H. KIRK** has been appointed special events and special program director of WSLS Roanoke, Va. He was Navy flier during war. **TOM HUGHES Jr.**, in the armed forces for four years and previously actor on New York stage, has been named WSLS news editor.

**RUTH ELWYN THOMAS**, former NBC studio engineer and before that an engineer with the OWI, Nov. 13 sailed for Paris where she will be a writer-reporter for the Radiodiffusion Francaise.

**JOHN WINGATE**, former WOR New York news writer and before that a correspondent and editor for Associated Press, has joined WOR's news and special feature division, replacing **PAUL KILLIAM** who has resigned to produce "Naughty Naught," oldtime melodrama, currently running in New York.

**JAMES M. DOYLE**, formerly in charge of continuity acceptance at WOR, also has joined the station's news staff as writer. He was formerly a staff member of the San Francisco Call-Bulletin and served with the RAF and U. S. Ninth Air Force during the war.

**DAN MacARTHUR**, chief news editor of CBC Toronto, is visiting western Canadian news bureaus of the CBC in connection with developing regional news services throughout Canada.

**ARTHUR SAWYER**, separated from Marine Corps, has joined Don Lee Broadcasting System, Hollywood, as news editor.

**BOB GARRED**, CBS Hollywood news commentator, Nov. 29 will address Lancaster (Calif.) Rotary Club.

**SARAH PALFREY COOKE** former national woman's tennis champion, has been signed by WHN New York to do color accounts during professional New York Knickerbockers basketball games this season. **MARTY GLICKMAN**, WHN sports director, will do play by play reports. Both Mrs. Cooke and Mr. Glickman covered the pre-season New York Knickerbockers game with the St. Louis Bombers in St. Louis Nov. 7. The team's home games started Nov. 11 when the New Yorkers met the Chicago Atomics at Madison Square Garden with the broadcast on WHN from 9-11 p.m.

**WMCA** New York has started two weekly news programs tieing in with stations newscast arrangement with the New York Herald Tribune. **BERT ANDREWS**, chief Herald Tribune correspondent in Washington, Nov. 11 started "Washington Round-up," Mon. 8:45-9 p.m. **NORMAN STABLER**, Herald Tribune financial editor, Wed. 8:45-9 p.m. is heard on "Business Outlooks," started Nov. 13. Station plans to pick up Herald Tribune overseas correspondents for special broadcasts in near future.

**WGAR** Cleveland claims complete local beat Nov. 11 in coverage of city's first major airport crash in 21 years. Morning News Editor **JIM MARTIN** had news of crash on air a few minutes after 6 a.m. sign on, presented complete passenger list. He also aired eyewitness account by a Cleveland passenger upon release from hospital.

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WNYC-FM New York has lengthened its broadcasting day two hours Monday through Saturday and by five hours on Sunday. Formerly going on the air at 2 p.m. Sunday through Saturday and signing off at 11 p.m., the FM station now goes on the air at 12 noon Monday through Saturday and at 9 a.m. Sunday.

*THE RADIO EXECUTIVES CLUB OF NEW YORK ANNOUNCES*

## *H.V. Kaltenborn as Key Speaker Nov. 21*

Mr. H. V. Kaltenborn, NBC Commentator, will address members of the Radio Executives Club of New York, Nov. 21 at 12:30 at the Roosevelt Hotel. Founder and former president of the Association of Radio News Analysts, Mr. Kaltenborn's topic will be "IF I WERE RUNNING RADIO."

# That's Kansas City!

The tremendous public clamor over food is testimony to the fundamental character of Kansas City's principal industry — food production.

In 1945 Kansas City, working might and main, slaughtered 4,443,061 head of livestock, handled 211,810,950 bushels of grain, milled 8,164,270 barrels of flour and produced 15,541,240 hundredweight of mixed feed.

The area served by Kansas City marketed farm products to the tune of $6,963,097,000.00.

Removal of price controls means **increased** production and **added** spending power for America's standout market.

## Radio·Responsive to WDAF

**The Kansas City Star Station**

**610 Kilocycles**

**BASIC NBC**

More than 5 million persons live within WDAF's half-milivolt area—and they listen to WDAF because of programming dominance.

WDAF coverage of the Kansas City market surpasses that of any other Kansas City station.

*Represented Nationally by* EDWARD PETRY & CO., Inc.

## Show Windows

Have you ever noticed those Saks Fifth Avenue windows? Class, eh? They may sell the same merchandise at Saks—34th Street, but those Fifth Avenue windows kind of whisper "Come in sister, and throw some cash around."

But a radio station doesn't have any show windows. The customers can't even see the stuff you sell. So your representative's sales presentations (if any) must serve as your show windows and we seem to have the knack of dressing up "radio station show windows" better than average, or a lot of smart agency people are being fooled. Here's a word from one of them:

"We have received presentations from many stations throughout the country, but the one the Rambeau Company sent us was one of the finest and most complete we have ever received."

Also a line from the advertising director of a company that buys hundreds of thousands of dollars of spot radio:

"I am convinced it took you twenty-five years to develop that presentation because it has all the earmarks of having been developed by a man who understands all the problems facing advertisers, which only a man of wide experience could understand."

Any boast we might add would be anti-climax but it is significant that this organization is made up of men of wide experience in advertising and merchandising—which brings up the question . . .

Is your window trimming Fifth Avenue or 34th Street —or should you be . . .

REPRESENTED BY
RAMBEAU
☆
RADIO'S FIRST SPECIAL REPRESENTATIVES


## *STRIKES IN CANADA HURT ADVERTISING*

CANADIAN STRIKE conditions are having an effect on fall business on Canadian radio stations, a BROADCASTING survey at Toronto reveals.

A number of advertisers who would ordinarily have taken up options for early winter advertising have now dropped their time options, it is learned, primarily on account of shortages of glass and metal containers, and lack of certain commodities tied up by strikes and shortages.

It is learned there will be practically no anti-freeze advertising this season by Canadian National Carbon Co., and Gooderham Worts Ltd. Paint manufacturers who usually take some time in the late fall have not applied for any time. Some food processing companies are considering some curtailment of advertising because of paper box shortages.

Rubber strikes have taken at least one major network program off the air, and Goodyear Tire & Rubber is considering replacing its planned network show with weather forecast bulletins. Wrigley's network program *Treasure Trail*, a favorite Canadian quiz show, is being dropped by the company because of sugar shortages. Another American company is understood to be buying the show. S. F. Lawrason Co., London, Ont., (washing soda) has concelled its network quiz program because of inability to supply product on account of strikes. A number of heavy industry manufacturers, such as automobiles, had planned programs for late fall, but have had to delay because of the long Canadian steel strike which is just settled.

## Wide Aid Given WCAU Civic Betterment Show

THE CIVIC betterment program of WCAU Philadelphia, *It's Up To You*, will be broadcast in conjunction with Philadelphia's Chamber of Commerce. Program is designed to stir public interest and attention to the betterment of the city.

The Industrial Bureau of Commerce and Board of Trade of the city estimate that the campaign will reach 2,000,000 Philadelphians. Over 238 firms are cooperating with the project that will make use of postage meters, pay envelope stuffers, menu cards and posters to draw attention to the show. Working hand in hand with the station and the city institutions are restaurants, department stores, theatres, filling stations, banks, insurance companies, hotels, the Pennsylvania and Reading Railroads, the Philadelphia Transportation Co. and many industrial and manufacturing firms.

**WGAR** Cleveland has installed mobile radio-telephone service in its special events station wagon. Equipment was used in election night coverage.

## ALLIED ARTS

**HECTOR A. CASTELLUCCI** has been named assistant manager of the sales division of Farnsworth Television and Radio Corp., Fort Wayne, Ind. During the war for three years with Farnsworth as procurement specialist, he since has been with Paramount Industries.

**AFRA Hollywood** has announced start of second 16-week refresher course starting Jan. 6 under direction of **ROBERT LIGHT**. Those completing first 16 week cycle may continue if approved by producers and directors who have supervised weekly shows presented by group. Prerequisite for entrance in course is two years of commercial experience or equivalent in military service, applying only to veterans.

**MAX FLEISCHER**, creator of "Popyeye the Sailor," "Betty Boop," and other film cartoons, will show how movie techniques can be applied to television programs and commercials in a ten-week course in picture showmanship to be given at the Television Workshop, New York, starting Dec. 2. Mr. Fleischer's course will be part of the workshop's overall instruction program, including classes in the various aspects of writing, directing and producing video programs.

**HUGH FELTIS**, president of BMB, Nov. 12 discussed radio's first uniform measurement of station and network audiences before luncheon meeting of Cleveland Chapter, American Marketing Assn. He showed new BMB sound movie.

**DON GODDARD**, formerly news commentator of WMCA New York, has joined Physioc & Merckle, New York, public relations firm, as director of radio department.

**ETHEL W. MacLEAN**, vice president in charge of Muzak operations in New York, and **CHARLES C. COWLEY**, vice president of company's national franchise operations, have been elected to the firm's board of directors. Other Muzak directors include **HERBERT C. FREEMAN, BEARDSLEY RUML, RAYMOND RUBICAM, A. M. DAVIS** and **Dr. MILLER McCLINTOCK**.

**THE 1946-1947** Advertising and Selling Course class of the Advertising Club of New York has elected the following officers: **RONALD C. BRADLEY**, Doherty, Clifford & Shenfield, president; **JOHN PETER FLYNN**, freelance, public relations, vice president; **EVELYN BENNETT**, Doherty, Clifford & Shenfield, secretary-treasurer.

**WARREN J. MILLER, BEN JONES** and **OWAN HUSSIE** have been added to the advertising staff of the RCA Victor Home Instrument Division. Mr. Miller formerly had been with McKee & Albright. Mr. Jones rejoins RCA Victor after nearly four years in armed forces. Mr. Hussie also is service veteran.

**CHARLES FRIEDMAN**, former assistant sales manager of the communications division of Radio Receptor Co., New York, has been appointed sales manager of the firm.

**GEORGE I. REID**, former manager of the spot radio department of Radio Reports, New York, has joined the Office of Research, New York. **THOMAS M. KELLY**, in addition to being sales manager of Radio Reports, has taken over the management of the spot radio department.

**ALFRED T. JOHNS**, formerly with Sparks Withington Co., Jackson, Mich., appointed production manager, Home Radios Division, Lear Inc., Grand Rapids.

**MARY LITTLE**, radio columnist for the Des Moines Register and Tribune, is recovering from a Nov. 5 operation at Mercy Hospital, Des Moines.

### Students Visit WRGB

GROUP of students enrolled in a television course at Ithaca College, Ithaca, N. Y., last week visited the General Electric video studios in Schenectady to see television in operation. Group is one-third of class enrolled in the new video course at Ithaca, with the rest of the group visiting the studios at a later date. Students spent the morning at the transmitter and the afternoon at the WRGB studios where a rehearsal was in progress for the night's show.


## Show Windows

A radio station's "show windows" to the trade can only reflect the station's showmanship and service to its audience. For example—

KFWB's notable and continuing public service to the citizens of Southern California! And remember Harry Maizlish conducts one of the most intelligent and effective audience promotion campaigns in the history of radio.

WJBW of New Orleans is the dark horse and radio's best buy in that charmin' suthin city. Ask Mr. Hooper!

The best "waker-upper" in the Bay Area is Vic Paulson who puts "Poor Paulson's Almanac" on KSAN, San Francisco, from 6:00 to 7:45 AM. Yessir, they say getting up early isn't so tough since Vic is back from the wars. It's a participator! It's one of our best buys!

Look! A one station market with an increased weekly payroll running from $100,000 to $200,000 per week ahead of corresponding weeks in 1944 and 1945! That's WNBH, New Bedford, Mass. —Best for a test!

Ted Husing's "Bandstand" went on the air October 28th on 50 kw WHN, New York, with the biggest build-up ever given a similar program. That's "show-window" dressing! That's showmanship! Maybe there's still a quarter-hour strip left. Ask us!

Another great disc jockey is now ridin' 'em western style. That's Alan Courtney of New York fame doing his stuff on Bill Meyer's community station in Denver—KMYR.

Of course they are all . . .

REPRESENTED BY
RAMBEAU
☆
RADIO'S FIRST SPECIAL REPRESENTATIVES

*Just published!*

# MANUAL OF Electronic TRANSMITTING TUBES

**OVER 600 LARGE PAGES** **$2**

## COMPLETE — UP-TO-THE-MINUTE
### *— packed with application data!*

**NEW AND AUTHORITATIVE,** G. E.'s transmitting tube manual contains photographs, outline drawings, ratings, performance curves, and application data on 94 different tube types, covering the full scope of AM-Television-FM broadcasting and communications. It is a modern and *complete* reference work.

**PHASITRON AND LIGHTHOUSE TUBES** are included, along with other new developments in the high and ultra-high-frequency fields. Throughout the range of tube types, exhaustive application data is given in the form of definitions, classes of operation, examples of tube operating conditions, and typical circuits.

**DESIGNERS OF EQUIPMENT** for broadcasting and communications, and owners and engineers of broadcast stations, need General Electric's comprehensive new manual so they can be fully posted on transmitting tubes and their electrical and other characteristics.

**TABBED DIVIDERS AND INDEXED PAGE CORNERS** make it easy to locate information. The loose-leaf format and new sheets mailed to you whenever changes occur, mean that G. E.'s transmitting tube manual is kept constantly up-to-date. Order direct from *Electronics Department, General Electric Company, Schenectady 5, N. Y.*

"Electronic Tubes, Transmitting Types" comes to you for $2. Also, for an annual service charge of $1 new and revised pages will be sent to you regularly as issued . . . ORDER TODAY, enclosing payment, or giving authority on your company letterhead to invoice you.

**GENERAL ELECTRIC**

141-E11-8850

FIRST AND GREATEST NAME IN ELECTRONICS

Listening
ERDOES

# isn't a matter of POWER

## 50,000 or 250 Watts, NBC Western Network Stations Deliver Most of the Audience Most of the Time

Except for the size of potential audiences, there's no great difference among NBC's 30 Western Network affiliates. They're all No. 1 stations in rich markets . . . they provide listeners with the best in national, regional and local programs . . . they give advertisers maximum returns per dollar spent. Look at just two:

* * *

**KOB,** Albuquerque (50,000 watts, days; 25,000 watts, nights) is heard regularly by 93% of *all New Mexico* listeners. In its home town, in Santa Fe, Clovis and Roswell, KOB overwhelms competition, averaging 88% of nighttime tune-in despite the presence of local network affiliates. In the daytime over 70% of Albuquerque and Santa Fe "listen most" to KOB, according to the NBC All-County Survey. New Mexico 1945 income was 80% higher than the 1941 figure; number of radio families was 41% higher. Soon huge federal dams will pour more water and more wealth into the vast farm lands of the state KOB covers.

**KSEI's** 250 watts in Pocatello cover rich farming-commercial-vacation areas of Eastern Idaho. The All-County Survey reports an average 91% of *regular* listening in Bannock, Power and Bingham counties, plus additional circulation in 12 others. 88% of Pocatello *listens most* to KSEI day and night—a close correlation of the All-County findings with the R.S. Conlan 7000-call 1946 Coincidental, which showed KSEI with 81% of the day and night tune-in, and the R. D. Leach 1943 Coincidental which gave it 83%.

* * *

They're two states apart, these stations, serving entirely different peoples, areas, and economies. Yet they're the same in two vitally important respects: they're both NBC, and they're both the No. 1 stations in thriving markets. Add to their success story 28 stations of similar attributes and the total is *NBC Western Network:* the quickest, cheapest, most convenient method of wrapping the wealthy West into a neat advertising package.

**NBC WESTERN NETWORK**

HOLLYWOOD SAN FRANCISCO

**THE NATIONAL BROADCASTING COMPANY**

A Service of Radio Corporation of America

DETROIT'S LEADING INDEPENDENT STATION

WJBK

They Earn A VERTICAL RATING!

Stanback
Carter's Little Liver Pills
Super Suds
Del Monte Coffee
Ex Lax
Lifebuoy
Rinso
Tintex
Wild Root Cream Oil
Wurlitzer
Kresge
Sunshine Biscuit
Pillsbury Flour
Oxydol
Ward Baking Co.
Adam Hats
Bond Bread
Chelsea Cigarettes
Hi-Speed Oil
G. Washington Coffee
Absorbine
Pet Milk
Bowman Gum
General Motors

★

STATION WJBK
Carries more national advertising . . . does a larger dollar volume . . . than any other 250 watt station in this area.

WJBK
JAMES F. HOPKINS, INC.
CURTIS BUILDING
DETROIT 2

## Nov. 8 Decisions . . .

**BROADCAST ACTIONS**
(By a board composed of Acting Chairman Denny and Commissioners Jett and Hyde.)

**AM—1490 kc**

**Madrazo & Diaz, Fajardo, P. R.**—Granted CP for new station to operate on 1490 kc, 250 w, unlimited time; conditions.

**AM—730 kc**

**Bluff City Bcstg. Co. Ltd., Memphis, Tenn.**—Granted CP for new station to operate on 730 kc, 250 w, daytime; conditions.

**AM—900 kc**

**P. C. Wilson, Canton, Ohio**—Granted CP for new station to operate on 900 kc, 250 w, daytime; conditions.

**Petition**

**R. F. & W. Bcstg. Co., Corpus Christi, Tex.**—Adopted order denying petition for reconsideration of final decision of the Commission denying petitioner's application for CP for new station, without prejudice, however, to the right of petitioner to request waiver of Sec. 1.363 of Commission's Rules at such time as it tenders for filing another application for CP for new station at Corpus Christi, Tex.

**Assignments of Licenses**

**WMLT Dublin, Ga.**—Granted consent to voluntary assignment of license of Station WMLT from George T. Morris, d/b as Dublin Bcstg. Co. to Dublin Bcstg. Co., a newly formed corporation controlled by George T. Morris.

**KTNM Tucumcari, N. M.**—Granted consent to voluntary assignment of license of Station KTNM from Hoyt Houck, Robert D. Houck and Walter G. Russell, d/b as Tucumcari Bcstg. Co. to R. B. McAlister, Pryde E. Hale and Grady Maples, d/b as McMa Agency, for a consideration of $45,000.

**WGR Buffalo, N. Y.**—Granted consent to voluntary assignment of license of Station WGR from Buffalo Bcstg. Corp. to WGR Bcstg. Corp. for consideration of $750,000.

**Acquisition of Control**

**WSPA Spartanburg, S. C.**—Granted consent to acquisition of control of Spartanburg Advertising Co., licensee of Station WSPA from Donald Russell to A. B. Taylor for consideration of $155,000.

**AM—550 kc**

**Sampson Bcstg. Co., Clinton, N. C.**—Granted CP for new station to operate on 550 kc, 1 kw, daytime; conditions.

**AM—1150 kc**

**Burlington-Graham Bcstg. Co., Burlington, N. C.**—Granted CP for new station to operate on 1150 kc, 1 kw, daytime; conditions.

**AM—740 kc**

**Balboa Radio Corp., San Diego, Calif.**—Granted CP for new station to operate on 740 kc, 5 kw, daytime only, DA; conditions.

**AM—750 kc**

**KXLA Pasadena, Calif.**—Adopted order denying petition requesting that application of Balboa Radio Corp. for new station at San Diego, Calif., be placed in pending file until decision has been reached in clear channel hearing and the petitioner allowed to reinstate its application to change frequency of station KXLA from 1110 kc to 750 kc. or, in alternative, that application of KXLA be reinstated and designated for hearing in consolidated proceeding with Balboa application.

**Modification of CP**

**WNDR Syracuse, N. Y.**—Granted modification of CP to change transmitter site and change type of transmitter.

**AM—800 kc**

**WKAT Miami Beach, Fla.**—Adopted order denying petition requesting that application of Biscayne Bcstg. Co. for new station at Miami Beach, Fla., to operate on 800 kc, 1 kw, daytime, be placed in pending file, or dismissed without prejudice, until after conclusion of clear channel hearing, or, in alternative, that petitioner's application to change frequency of WKAT from 1360 to 820 kc and increase power to 50 kw, unlimited time, be reinstated and designated for consolidated hearing with Biscayne application.

**AM—710 kc**

**Contra Costa Bcstg. Co., San Pablo Island, Calif., and Western Bcstg. Associates, Modesto, Calif.**—Designated for consolidated hearing applications of Contra Costa Bcstg. Associates for new station at San Pablo Island and Western Bcstg. Associates for new station at Modesto, Calif., both seeking 710 kc, 1 kw, daytime only.

# ACTIONS OF THE FCC

## NOVEMBER 8 to NOVEMBER 14

**AM—1240 kc**

**Gene Burke Brophy, Nogales, Ariz., and Border Bcstg. Co. Inc., Nogales, Ariz.**—Designated for consolidated hearing applications of Gene Burke Brophy and Border Bcstg. Co. Inc., both seeking new stations at Nogales, Ariz., to operate on 1240 kc, 250 w.

**AM—830 kc**

**Hillsdale Bcstg. Co. Inc., Hillsdale, Mich., and Abe Lapides, Pontiac, Mich.**—Designated for consolidated hearing applications of Hillsdale Bcstg. Co. Inc. for new station at Hillsdale, Mich., to operate on 830 kc, 250 w, daytime, and Abe Lapides for new station at Pontiac, Mich., to operate on 830 kc, 1 kw, daytime.

**AM—1340 kc**

**Radio Bedford Inc., Bedford, Ind., and Sarkes Tarzian, Bloomington, Ind.**—Designated for consolidated hearing applications of Radio Bedford Inc. for new station at Bedford, Ind., to operate on 1340 kc, 250 w, unlimited time, and Sarkes Tarzian for new station at Bloomington, Ind., seeking the same facilities.

**AM—850 kc**

**WTNB Birmingham, Ala.**—Designated for consolidated hearing applications of Johnston Bcstg. Co. for new station at Birmingham, Ala., to operate on 850 kc, 1 kw night, 5 kw LS, DA night, and Thomas N. Beach for CP to change facilities of WTNB from 1490 kc, 250 w, unlimited, to 850 kc, 1 kw night, 5 kw LS, DA night.

**AM—660 kc**

**Capital Radio Inc., Columbus, Ohio, and Heart of Ohio Inc., Columbus, Ohio**—Designated for consolidated hearing applications of Capital Radio Inc. and Heart of Ohio Inc., each seeking new stations at Columbus, Ohio, to operate on 660 kc 1 kw, daytime only.

**AM—1600 kc**

**WARC Inc., Rochester, N. Y.**—Designated for hearing application for new station to operate on 1600 kc, 5 kw, unlimited time, DA night.

**AM—1540 kc**

**W. J. Marshall, Cleveland, Ohio**—Designated for hearing application for new station to operate on 1540 kc, 1 kw, daytime only; further ordered that permittee of WKMH Dearborn, Mich., be made party to proceeding.

**AM—690 kc**

**KGKB Tyler, Tex., and KGGF Coffeyville, Kans.**—Designated application of East Texas Bcstg. Co. for CP to change facilities of KGKB from 1490 kc, 250 w, unlimited, to 690 kc, 1 kw, 5 kw-LS, DA-1, unlimited, with application of Hugh J. Powell for modification of CP to change operation of KGGF from 690 kc, 500 w, 1 kw LS-DA-N, to 690 kc, 5 kw, 10 kw-LS, DA-2; further ordered that licensees of stations KABC and KFEQ be made parties to proceeding.

**Voice of Dixie Inc., Birmingham, Ala.**—Dismissed application for new station to operate on 690 kc, 10 kw, DA-N, unlimited time, because application violates NARBA.

**AM—1450 kc**

**Holland Bcstg. Co., Holland, Mich.**—Designated for hearing application for new station to operate on 1450 kc, 250 w, unlimited time, to be heard in consolidated proceeding with applications of Ashbacker Radio Corp. and KVN Company seeking new stations at Holland on same frequency with 100 w and 250 w power respectively.

**AM—1240 kc**

**Piedmont Bcstg. Co., Greenville, S. C.**—Designated for hearing application for new station to operate on 250 w, unlimited time, with applications of Harold H. Thoms and J. B. Fuqua.

**AM—1480 kc**

**KANS Wichita, Kans.**—Designated for hearing application to change facilities of station KANS from 1240 kc, 250 w, unlimited time, to 1480 kc, 5 kw day, 1 kw night, unlimited time, DA night.

**AM—1240 kc**

**Andrew College Bcstg. Co., Cuthbert, Ga. and Alabama-Georgia Bcstrs. Inc., Eufaula, Ala.**—Designated for consolidated hearing applications of Andrew College Bcstg. Co. for new station at Cuthbert, Ga., and Alabama-Georgia Bcstrs. Inc. for new station at Eufaula, Ala., each seeking 1240 kc, 250 w, unlimited time.

**Petition**

**KMPC Bakersfield, Calif.; WQXR Inc., New York**—Adopted decision and order denying petition of KMPC to reconsider Commission's action of Aug. 19 granting application of Washita Valley Bcstg. Corp. for modification of CP. Also denied modification of KMPC and WQXR for interim relief in re Washita Valley application.

**Petition**

**Martin R. Williams**—Denied petition of Martin R. Williams for extension of time to file a competing application re assignment of license of AM station WBBW and FM station WABW Indianapolis, Ind.; Williams did not comply with rules.

**FM AND TELEVISION ACTIONS**
(By a board composed of Acting Chairman Denny and Commissioners Jett and Hyde.)

**FM Conditional Grants**

**Luther E. Gibson, Salinas, Calif.**—Conditional grant for Class B station authorized, subject to further review and approval of engineering details.

**United Garage & Service Corp., Lakewood, Ohio**—Conditional grant for Class A station authorized, subject to further review and approval of engineering details.

**Myles H. Johns, Milwaukee, Wis.**—Conditional grant for Class B station authorized, subject to further review and approval of engineering details.

**Miscellaneous**

**O. L. Taylor (Assignor), KTOK Inc. (Assignee), Oklahoma City, Okla.**—Granted consent to assignment of conditional CP from O. L. Taylor to KTOK Inc.

**W. A. Underhill, et al, d/b as The Evening Leader (Assignor), Corning Leader Inc. (Assignee), Corning, N. Y.**—Granted assignment of conditional CP from W. A. Underhill and E. S. Underhill Jr., d/b as The Evening Leader to Corning Leader Inc., a newly formed corporation composed of two equal partners.

**Hughes Tool Co., San Francisco, Calif.**—Adopted an order vacating conditional grant of a Class B station and ordered said application dismissed without prejudice.

**Observer Publishing Co., Washington, Pa.**—Cancelled conditional grant of a Class B station and dismissed without prejudice application.

**Modified CPs**

The following were authorized CPs in lieu of previous conditions specified: (Note: power given is effective radiated power; antenna height given is height above average terrain):

**Robert K. Hancock, et al, d/b as Santa Maria Daily Times, Santa Maria, Calif.**—Class A, Channel: 104.3 mc. (No. 282), 336 w, —295 feet.

**Southeastern Bcstg. Co., Macon, Ga.**—Class B, Channel: 101.9 mc (No. 270), 32 kw, 440 ft.

**The Bcstg. Corp. of America, Riverside, Calif.**—Class B, Channel: 102.1 mc (No. 271), 20 kw, 5,280 ft.

**The Capital Bcstg. Co., Annapolis, Md.**—Class B, Channel: 100.1 mc (No. 261), 16.6 kw, 370 ft.

**Kingsport Bcstg. Co. Inc., Kingsport, Tenn.**—Class B, Channel: 103.3 mc (No. 277), 44 kw, 930 ft.

**Saviers Electrical Products Corp., Reno, Nev.**—Class A, Channel: 104.3 mc (No. 282), 760 w,—1170 ft.

**Commercial Television**

**Philco Products Inc. (Assignor), Philco Corp. (Assignee), Philadelphia, Pa.**—Granted consent to assignment of experimental television CP W3XF, and experimental television licenses W10XAF W10XAD, from Philco Products Inc. to Philco Corp.

**ACTIONS ON MOTIONS BY COMMISSIONER HYDE**

**Elyria-Lorain Bcstg. Co., Elyria, Ohio**—Granted petition for leave to amend its application to show minor changes in stockholders of applicant corporation; granted motion to take depositions in the consolidated hearing upon

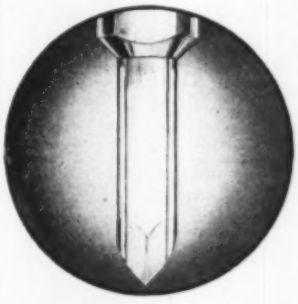
(*Continued on page 84*)

# For Truly Fine Sound Recording

## Professional Recordists Recommend . . .

## *Sapphire Recording* audiopoints

*Designed for the professional - Guaranteed to do a professional job*



The jewelled point, with 87° included angle, correct radius and fine polish, cuts a silent shiny groove for many hours. When dulled or chipped, these points may be resharpened several times. Each resharpened Audiopoint is disc-tested to insure perfect performance. For this service return points through your dealer.

### With These *Three* Outstanding Features

- **INDIVIDUALLY DISC-TESTED ON A RECORDING MACHINE.**
- **EXPERTLY DESIGNED TO INSURE PROPER THREAD THROW.**
- **A PRODUCT OF THE MANUFACTURER OF AUDIODISCS — AMERICA'S LEADING PROFESSIONAL RECORDING BLANKS.**

Professional recording engineers know, from years of experience, that Sapphire Recording Audiopoints offer the ultimate in recording styli. Made by skilled craftsmen to most exacting specifications and individually tested in our laboratories, these Audiopoints are of consistent fine quality.

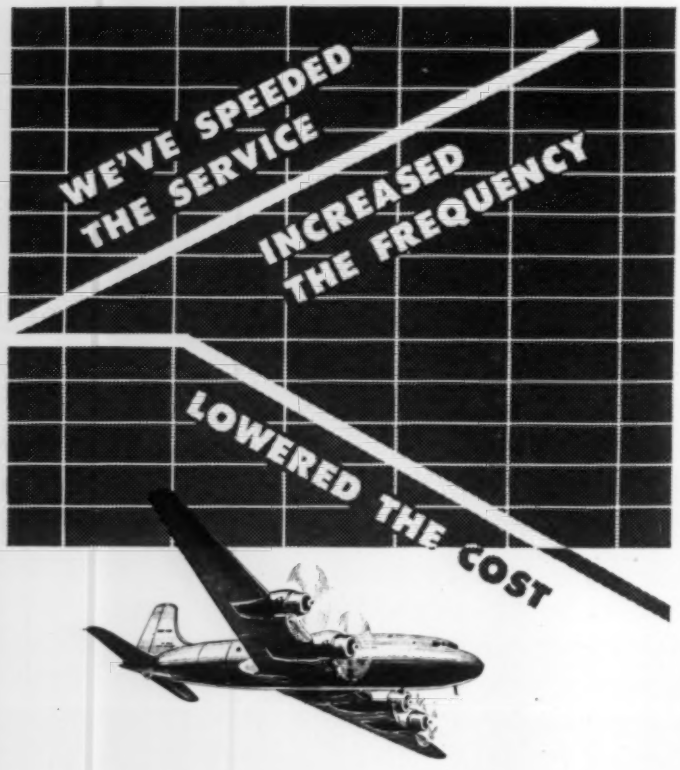
A good recording stylus requires a perfectly matched playback point. The Sapphire Audiopoint for playback fills this need completely. In materials, workmanship and design, it is the finest playback point obtainable. (Should not be used on shellac pressings.)

These Audiopoints are protectively packaged in handy cellophane covered cards—cards that are ideally suited for returning points to be resharpened.

**OTHER POPULAR AUDIOPOINTS,** that complete a full line of recording and playback styli, are: Stellite Recording Audiopoint, a favorite with many professional and non-professional recordists; Diamond-Lapped Steel Audiopoint, a recording stylus particularly adapted for non-professional recordists; Playback Steel Audiopoints (Straight Shank and Bent Shank), the most practical playback points for general use. One hundred per cent shadowgraphed.

*For further information, see your Audiodiscs and Audiopoints distributor, or write*

**AUDIO DEVICES, INC.**
**444 Madison Ave.,**
**New York 22, N. Y.**




# Plenty of room now for your Air Express shipments!

**More and Bigger Planes** in the service of the Airlines mean even faster delivery for your Air Express shipments. Speeds up to five miles a minute now make overnight coast-to-coast deliveries routine.

**Greatly Lowered Costs!** Air Express is a better value than ever. Included in the cost is special pick-up and delivery in all major U. S. towns and cities. Same-day delivery between many destinations. Rapid air-rail schedules to 23,000 off-airline communities.

**Air Service Abroad** to and from scores of foreign countries and the U. S. It's the world's best service, in the world's best planes.

**Write Today** for the Time and Rate Schedule on Air Express. It contains illuminating facts to help you solve many a shipping problem. Air Express Division, Railway Express Agency, 230 Park Avenue, New York 17, N.Y. Or ask for it at any Airline or Railway Express Office.

| RATES CUT 22% SINCE 1943 (U. S. A.) | | | | | |
|---|---|---|---|---|---|
| AIR MILES | 2 lbs. | 5 lbs. | 25 lbs. | 40 lbs. | Over 40 lbs. Cents per lb. |
| 149 | $1.00 | $1.00 | $1.00 | $1.23 | 3.07c |
| 349 | 1.02 | 1.18 | 2.30 | 3.68 | 9.21c |
| 549 | 1.07 | 1.42 | 3.84 | 6.14 | 15.35c |
| 1049 | 1.17 | 1.98 | 7.68 | 12.28 | 30.70c |
| 2349 | 1.45 | 3.53 | 17.65 | 28.24 | 70.61c |
| Over 2350 | 1.47 | 3.68 | 18.42 | 29.47 | 73.68c |
| INTERNATIONAL RATES ALSO REDUCED | | | | | |

AIR EXPRESS
GETS THERE FIRST

Phone AIR EXPRESS DIVISION, RAILWAY EXPRESS AGENCY
Representing the AIRLINES of the United States


## FCC Actions

(*Continued from page 82*)

its application and applications of Booth Radio Stations Inc., et al, exceptions noted by counsel for Mich. Bcstg. Co.

**Telair Co., Akron, Ohio**—Granted petition to dismiss without prejudice its application for an FM station.

**Edward L. Schacht, Oneonta, N. Y.**—Granted petition to dismiss without prejudice his application for CP.

**WLAV Grand Rapids, Mich.**—Granted petition for leave to amend his application so as to specify a new transmitter site, etc.

**WMJM Cordele, Ga.**—Granted petition for leave to intervene in the hearing upon application of Enterprise Pub. Co.

**Champion City Bcstg. Co., Springfield, Ohio**—Granted petition for leave to amend its application so as to specify the frequency 1570 kc with 1 kw, daytime only, instead of 940 kc, 250 w, daytime only. The amendment was accepted and application as amended removed from the docket.

**Radio Springfield Inc., Springfield, Ohio**—The Commission, on its own motion, removed from the hearing docket application for CP.

**Miami County Bcstg. Co. Inc., Piqua, Ohio**—Granted petition insofar as it requests leave to amend its application for CP so as to specify the frequency 1570 kc instead of 860. The amendment was accepted and application as amended removed from hearing docket. Insofar as petition requests a grant of the application as amended, it is dismissed.

**Seaman and Collins, El Paso, Tex.**—Granted petition for leave to amend its application for CP so as to substitute a revised partnership agreement.

**Chesapeake Bcstg. Co. Inc., Washington, D. C.**—Granted petition for leave to amend its application for CP so as to change location of proposed station from one service Washington, D. C. to one serving Bradbury Heights, Prince Georges County, Md. The amendment was accepted; exceptions noted by counsel for Theodore Granik.

**A. S. Abell Co., Baltimore, Md.; WEEU Reading, Pa.**—Granted joint petition requesting continuance until Dec. 16 of the consolidated hearing upon their applications presently scheduled for Nov. 11.

**Unity Corp. Inc., Mansfield, Ohio**—Granted petition for leave to amend its application for an FM station so as to supply additional engineering information.

**KYW Philadelphia, Pa.**—Granted petition insofar as it requests leave to amend its application and in the alternative an indefinite continuance of hearing now scheduled for Nov. 18. Accepted the amendment to add to application an engineering report showing a revised antenna pattern, and the hearing was continued indefinitely without date.

**WGAN Portland, Me.**—Granted petition for leave to intervene in the consolidated hearing an application of Hampden-Hampshire Corp. and Pynchon Bcstg. Corp.

**WNBH New Bedford, Mass.**—Same.

**WTAG Worcester, Mass.**—Same.

**Hirsch Battery & Radio Co., Cape Girardeau, Mo.**—Granted petition for leave to amend application so as to specify a new transmitter site, etc.

**Hope Bcstg. Co., Hope, Ark.**—Granted petition for leave to amend application so as to correct Exhibit No. 6 to show more detailed information concerning Alex H. Washburn, et al in their capacities as officers, directors and stockholders of applicant corporation.

**Albany Bcstg. Co., Albany, N. Y.**—Granted petition to dismiss without prejudice application for CP.

**Van Curler Bcstg. Corp., Albany, N. Y.**—Granted petition for leave to amend its application to show the addition of new stockholders, new transmitter site, etc. Also granted authority to take depositions.

**WLIB Inc., Brooklyn, N. Y.; Westinghouse Radio Stations Inc., Fort Wayne, Ind.**—Granted joint petition requesting continuance of consolidated hearing upon their applications, et al, scheduled for Nov. 12, and continued same to Dec. 16.

**T. J. Shriner, Hobart, Okla.**—Granted petition for leave to amend application so as to specify the frequency 1420 kc with 250 w, daytime only, instead of 1400 kc with 250 w unlimited. The amendment was accepted and application removed from the hearing docket.

**KSWO Lawton, Okla.**—Dismissed petition requesting the Commission to accept late its written appearance in re the application of Shriner listed above.

**KDAL Duluth, Minn.**—The Commission, on its own motion, continued the consolidated hearing on application of KDAL for CP and for renewal of license presently scheduled for Nov. 18 to Jan. 20, 1947.

**Radio Indianapolis Inc., Indianapolis, Ind.**—Granted petition requesting continuance of consolidated hearing on applicant's application and applications of Associated Broadcasters Inc. and Evansville on the Air Inc., now scheduled for Nov. 14 in Washington, and continued said hearing to Dec. 9 and transferred it to Indianapolis, Ind.

**Matta Bcstg. Co., Braddick, Pa.**—Granted petition for leave to amend its application so as to specify the frequency 1550 kc instead of 910 kc, etc. The amendment was accepted and application as amended removed from the docket.

**WHLS Port Huron, Mich.**—The Commission, on its own motion, continued the hearing on application for renewal of license, now scheduled for Nov. 18 to Jan. 20, 1947.

**WJOL Joliet, Ill.**—The Commission, on its own motion, continued without date until further order of the Commission, the oral argument in re application for renewal of license scheduled for Nov. 6.

**Scripps-Howard Radio Inc., and Cleveland Bcstg. Inc., Cleveland, Ohio**—The Commission, on its own motion, continued without date until further order of the Commission, the oral argument scheduled for Nov. 6, in reapplications for CP.

**Fetzer Bcstg. Co., Grand Rapids, Mich.; WEBZ Muskegon, Mich.**—The Commission, on its own motion, continued without date until further order of the Commission, the oral argument scheduled for Nov. 6 on applications.

## Nov. 8 Applications . . .

### APPLICATIONS ACCEPTED

**AM—1450 kc**

**Jesse M. Swicegood, J. P. Burnett, Lola C. Robinson, a partnership d/b as Houston Bcstrs., Dothan, Ala.**—CP for a new standard broadcast station to be operated on 1240 kc, 250 w and unlimited hours of operation.—AMENDED: to change frequency from 1240 to 1450 kc.

**AM—710 kc**

**KTBS Shreveport, La.**—CP to increase power from 1 to 5 kw, install new transmitter and directional antenna for day and night use, and change transmitter location.—AMENDED: to change frequency from 1480 to 710 kc, 5 kw to 5 kw night and 10 kw day, changes in directional antenna for day and night use and change transmitter location.

**AM—560 kc**

**WHBQ Memphis, Tenn.**—CP to change frequency from 1400 to 560 kc, increase power from 250 w to 1 kw night and 5 kw day, install new transmitter and directional antenna for day and night use and change transmitter and studio locations.

**AM—730 kc**

**WKSR Pulaski, Tenn.**—Modification of CP which authorized a new standard broadcast station, for approval of antenna, to change type of transmitter and for approval of transmitter location.

**AM—1570 kc**

**R. C. Goshorn and R. L. Rose, a partnership d/b as Alton Bcstg. Co., Alton, Ill.**—CP for a new standard broadcast station to be operated on 1570 kc, power of 1 kw and daytime only hours of operation.—AMENDED: to change name of applicant from R. C. Goshorn and R. L. Rose, a partnership d/b as Alton Bcstg. Co. to R. C. Goshorn and R. L. Rose, a partnership d/b as Illinois Alton Bcstg. Co.

**AM—1240 kc**

**KIUL Garden City, Kan.**—CP to install a new transmitter.

**AM—740 kc**

**KSFO San Francisco, Calif.**—CP to change frequency from 560 to 740 kc, increase power from 1 kw night and 5 kw day to 50 kw day and night, move transmitter, install new equipment and directional antenna for day and night use.—AMENDED: re changes in directional antenna.

**AM—1460 kc**

**Wallace N. Lindskoog, Luther G. Boone, Gordon E. Mowrer, Elmer A. Hyer, August Lindblom, C. H. Lindgren, Wilbur Merrill & Gilbert Moody d/b as Turlock Bcstg. Group, Turlock, Calif.**—CP for a new standard broadcast sta-

(*Continued on page 86*)

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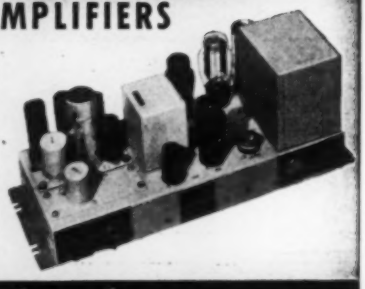

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## FCC Actions

(*Continued from page 84*)

tion to be operated on 1450 kc, 250 w and unlimited hours of operation.—AMENDED: to be contingent on grant of KSAN application for 1460 kc.

**AM—1590 kc**

**United Bcstg. Co. Inc., Silver Spring, Md.**—CP for a new standard broadcast station to be operated on 1590 kc, 1 kw and daytime hours of operation.—AMENDED: to make changes in transmitting equipment.

**AM—730 kc**

**WACE Chicopee, Mass.**—Modification of CP which authorized a new standard broadcast station, for extension of completion date.

**AM—1400 kc**

**Atlantic City Bcstg. Corp., Atlantic City, N. J.**—CP for a new standard broadcast station to be operated on 1400 kc, 250 w and unlimited hours of operation.

**AM—1290 kc**

**Community Bcstg. Service Co., Providence, R. I.**—CP for a new standard broadcast station to be operated on 1290 kc, 250 w and daytime only hours of operation.

**AM—700 kc**

**R. A. Dowling, Jr. and Owens Fitzgerald Alexander, a partnership d/b as Dowlander Bcstg. Co., Dothan, Ala.**—CP for a new standard broadcast station to be operated on 700 kc, 1 kw and daytime only hours of operation.

**AM—790 kc**

**WMC Memphis, Tenn.**—License to use old main transmitter (Composite) as an auxiliary transmitter with power of 5 kw for auxiliary purposes only.

**AM—1250 kc**

**Fred Conn and Mildred Cope, a partnership d/b as Denison-Texoma Bcstg. Co., Denison, Tex.**—CP for a new standard broadcast station to be operated on 1250 kc, 1 kw and daytime only hours of operation.

**AM—920 kc**

**Edward V. Mead, J. T. Carroll, Lewis O. Seibert and Robert M. Jackson, a partnership, d/b as Paso Bcstg. Co., El Paso, Tex.**—CP for a new standard broadcast station to be operated on 920 kc, power of 1 kw and daytime only hours of operation.

**AM—850 kc**

**Felix H. Morales, Houston, Tex.**—CP for a new standard broadcast station to be operated on 850 kc, 1 kw and daytime only hours of operation.

**AM—1450 kc**

**WJXN Jackson, Miss.**—CP to change frequency from 1490 to 1450 kc. Contingent upon the grant of WSLI to change to 930 kc.—AMENDED: to change name of applicant from P. K. Ewing Jr. & F. C. Ewing, a partnership d/b as Ewing Bcstg Co. to P. K. Ewing Jr., F. C. Ewing and Myrtle M. Ewing, a partnership d/b as Ewing Bcstg. Co.

**AM—990 kc**

**Sandhills Bcstg. Corp., Southern Pines, N. C.**—CP for a new standard broadcast station to be operated on 990 kc, 250 w and daytime only hours of operation.

**AM—930 kc**

**WRRF Washington, N. C.**—Modificationof CP which authorized increase in power, installation of new transmitter for extension of completion date.

**AM—550 kc**

**Fred Jones, C. A. Vose, Streeter B. Flynn and Dan W. James, a partnership d/b as Fred Jones Radiocasting & Television Co., Oklahoma City, Okla.**—CP for a new standard broadcast station to be operated on 550 kc, 1 kw night and 5 kw day, directional antenna and unlimited hurs of operation.

**AM—1340 kc**

**WSOY Decatur, Ill.**—Modification of CP which authorized a new standard broadcast station to change studio location.

**AM—1480 kc**

**WTHI Terre Haute, Ind.**—Modification of CP which authorized a new standard broadcast station to make changes in directional antenna, and for approval of transmitter location.—AMENDED: to make changes in directional antenna patterns and change transmitter location.

**AM—1190 kc**

**Continental Bcstg. Co., Atlantic, Iowa**—CP for a new standard bradcast station to be operated on 1490 kc, 250 w and unlimited hours of operation.—AMENDED: to change frequency from 1490 to 1190 kc, change hours of operation from unlimited to daytime only.

(*Continued on page 89*)

## Vast Market for TV Sets Seen by Greene

SALE OF 6,000 television receiving sets by New York City retail stores early in November only three days after the sets were made available to the public has been cited by John M. Greene, account executive in the television sales department, NBC, as an indication of the anticipated rapid growth in the video audience as more of the postwar receiving sets are put on the market.

Mr. Greene, speaking at a clinic conducted by the Aitkin-Kynett Advertising Agency, Philadelphia, on the commercial and promotional aspects of television, pointed out that before Nov. 1 New York radio listeners owned about 6,000 video sets and that this number had quickly doubled as soon as the additional sets were offered.

Considerable part of the clinic, conducted with the cooperation of NBC and attended by all department heads and staff members of Aitkin-Kynett's contact, copy, radio, production, art and research departments, was devoted to discussion of technical details of program production and the relative desirability and costs of "live" shows and commercials as compared to film techniques. The clinic was the first in a series planned by the agency on new developments in advertising practice, H. H. Kynett, managing partner, announced.

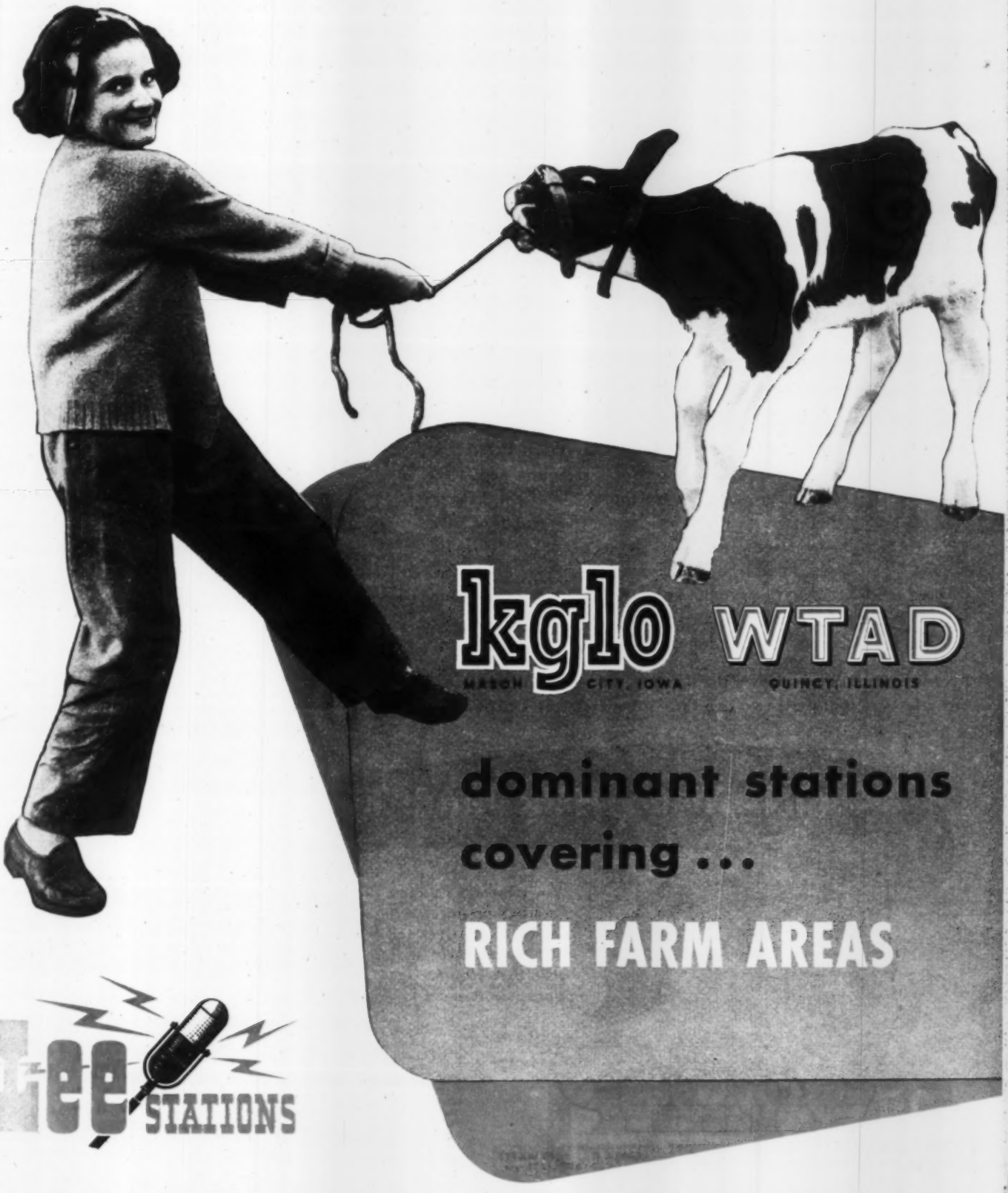
## Development of Cathode Ray Tube Is Published

WARTIME cathode ray tube with long-persistence dark-trace screen will improve efficiency of search radar and sonic direction finding equipment, according to Edwin Y. Webb Jr., Office of Technical Services, Dept. of Commerce. Process for manufacture is described in a report issued by the office. It formerly was a military secret.

The tube's screen produces and holds a dark-trace image almost indefinitely when swept by an electron beam, Mr. Webb said. This permits more careful study as well as quick erasure of the image by a heating unit near the screen. The screen material is purified potassium chloride, and apparently is similar to a German development. The American process is described in a report titled Cathode Ray Tube Development, PB-32760, photostat $3 and microfilm $1. It was prepared by A. Steadman, S. J. Koch and P. S. Christaldi, of Allen B. DuMont Labs.

## CBC Board Meet

NOVEMBER MEETING of the CBC board of governors is to be held at Ottawa Nov. 18-20. No announcement has been made as to board's agenda for the meeting, but it will likely include budget problems and new schedules of Composers, Authors, Publishers Assn. of Canada (CAPAC), the Canadian ASCAP.

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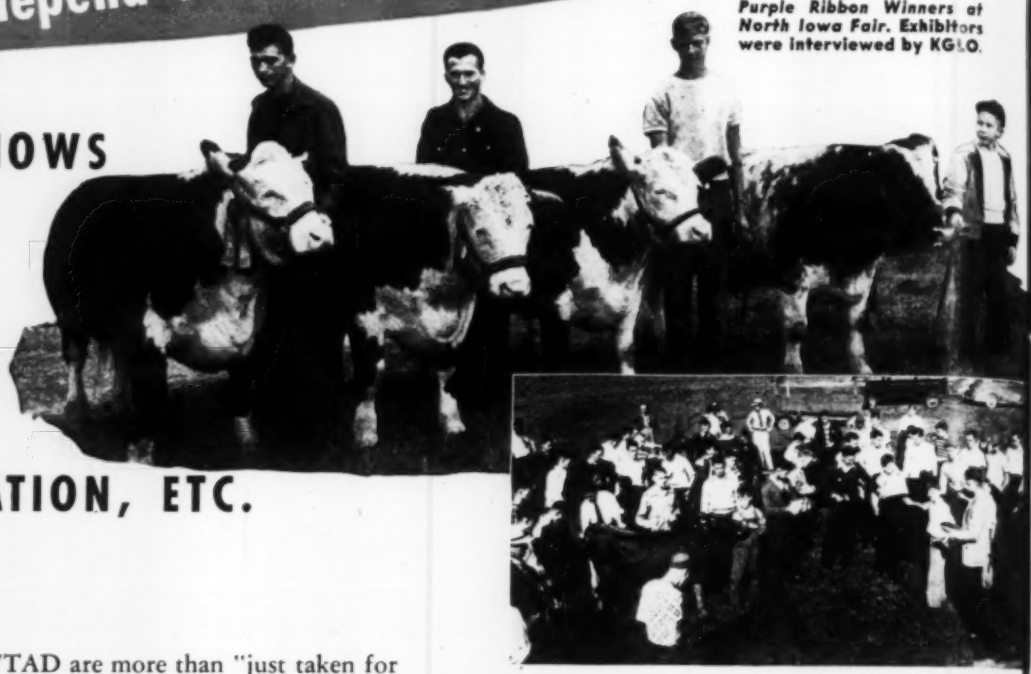

*Purple Ribbon Winners at North Iowa Fair.* Exhibitors were interviewed by KGLO.



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Farm listeners to KGLO and WTAD are more than "just taken for granted." Program schedules are carefully balanced to attract and hold farm listeners. Daily farm features include *Farm Service 6:00 A. M.; Farm Reporter at 6:30 A. M.; National and Local Farm News 6:45 A. M.; Markets at a Glance—Farmer Participation Show 12:00 to 12:15 P. M.; Hometown News on all news broadcasts is provided by 125 rural correspondents.* Special farm events are covered by direct wire or portable unit. Many farm events such as Livestock Judging Contests, 4-H and Future Farmer Club Days, etc. are sponsored by Lee Stations.

Recent Conlan survey proves the listeners are ready and waiting. For sales action in these two rich farm-town areas use Lee Stations!

*Winners of Lee Station free trips.* Left: Howard Tellier will visit 1946 International Livestock Exposition, Chicago. Right: Lyle Tapper, winner of free trip to American Royal, Kansas City, Mo.

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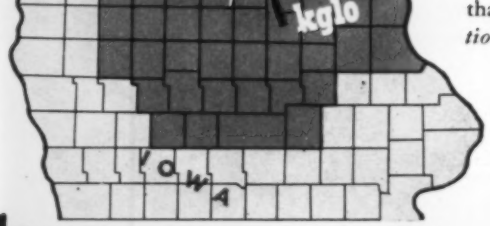


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# FCC Actions

*(Continued from page 86)*

**AM—620 kc**

**Commercial Associates, Inc., Sioux City, Iowa**—CP for a new standard broadcast station to be operated on 620 kc, 1 kw, directional antenna and unlimited hours of operation.

**AM—1560 kc**

**WTOD Toledo, Ohio**—CP to change hours of operation from daytime to unlimited and install directional antenna for night use.—AMENDED: to modify directional antenna pattern.

**AM—1580 kc**

**Gila Bcstg. Co., Winslow, Ariz.**—CP for a new standard broadcast station to be operated on 1580 kc, 1 kw, directional antenna and unlimited hours of operation.

**AM—1230 kc**

**KPRL Paso Robles, Calif.**—License to cover CP as modified which authorized a new standard broadcast station; authority to determine operating power by direct measurement of antenna power.

**AM—970 kc**

**Sun River Bcstrs Inc., Great Falls, Mont.**—CP for a new standard broadcast station to be operated on 970 kc, 5 kw, directional antenna night and unlimited hours of operation.—AMENDED to make changes in directors and stockholders.

**AM—1230 kc**

**Oral J. Wilkinson, Murray, Utah**—CP for a new standard broadcast station to be operated on 1230 kc, 250 w and unlimited hours of operation.

**AM—1320 kc**

**KXRO Aberdeen, Wash.**—CP to change frequency from 1340 to 1320 kc, 250 w to 1 kw, install new transmitter and directional antenna for night use.

## Nov. 13 Decisions . . .

**BROADCAST ACTIONS**

**WRRF Washington, N. C.**—Granted modification of CP for extension of completion date to 12-7-46.

**KBRO Bremerton, Wash.**—Granted modification of CP which authorized a new station, to make changes in antenna, change type of transmitter and extend commencement and completion dates to 60 days after grant and 180 days thereafter, respectively; conditions.

**WCYB Bristol, Va.**—Granted modification of CP which authorized a new station, for approval of antenna, change in type of transmitter and approval of transmitter location at 3 mi. north of Bristol.

**WWPA Allentown, Pa.**—Granted modification of CP which authorized a new station, for approval of antenna, to change type of transmitter, for approval of transmitter location at approximately four blocks west of intersection of Jordan Parkway north and Route 328, Allentown, and to specify studio location as Americus Hotel, 6th and Hamilton Sts., Allentown.

**WNBA Bristol, Va.**—Granted modification of CP which authorized a new station, for approval of antenna, change type of transmitter, approval of transmitter location on Highway 76, 8500 ft. from corporate limits, northeast of City of Bristol, and to specify studio location at Bristol; conditions.

**WGAP Maryville, Tenn.**—Granted modification of CP which authorized a new station, for extension of commencement and completion dates to 1-6-47 and 5-6-47, respectively; conditions.

**Southwestern Bcstg. Corp., Odessa, Tex.**—Granted modification of CP which authorized a new station, for approval of antenna, and approval of transmitter location at south of city, outside of city limits on west side of Old Crane Highway, Odessa.

**WLAW Lawrence, Mass.**—Granted modification of CP for extension of completion date to 5-20-47; condition.

**WRFD Nr. Worthington, Ohio**—Granted modification of CP which authorized a new station, for approval of antenna, change in type of transmitter, and approval of transmitter location at east side of U. S. Highway 23, approximately 15 mi. north of center of Columbus.

**KVMV Twin Falls, Idaho**—Granted license to cover CP which authorized installation of a new transmitter; conditions.

**WKNA Charleston, W. Va.**—Granted modification of CP which authorized a new station, for extension of completion date to 12-20-46.

**KVMV Twin Falls, Idaho**—Granted license to cover CP which authorized a new station on 1450 kc, 250 w, U; conditions.

**WLAP Lexington, Ky.**—Granted CP to make changes in vertical antenna and mount FM antenna on top of AM tower.

**KTIP Porterville, Calif.**—Granted modification of CP which authorized a new station, for approval of antenna, to change type of transmitter, and for approval of transmitter and studio locations at Grand Ave. at Newcombe Drive, Porterville; conditions.

**WLBR Lebanon, Pa.**—Granted modification of CP which authorized a new station, to change type of transmitter.

**KBIO Burley, Ida.**—Granted license to cover CP which authorized a new station on 1400 kc, 250 w, unlimited time; conditions.

**KRBA Lufkin, Tex.**—Granted CP to install new vertical antenna with FM antenna mounted on top and make changes in ground system.

**WPPD Benton Harbor, Mich.**—Granted modification of CP which authorized a new station, to change type of transmitter.

**KYOR San Diego, Calif.**—Granted modification of CP which authorized a new station, to change type of transmitter.

**WBIK Rome, Ga.**—Granted modification of CP which authorized a new station, for approval of antenna, approval of transmitter location at Cantrell St., and to specify studio location at 205 Broad St., Rome, Ga.

**KBUN Bemidji, Minn.**—Granted modification of CP which authorized a new station, to change type of transmitter.

**WCTC New Brunswick, N. J.**—Granted modification of CP which authorized a new station, for approval of antenna, change type of transmitter, approval of transmitter location at, on the north bank of Raritan River, within city limits Highland Park, N. J., and to specify studio location as Peoples Natl. Bank Bldg., 385 George St., New Brunswick.

**KVEC San Luis Obispo, Calif.**—Granted license to cover CP which authorized change in frequency to 920 kc, increase in power to 500 w 1 kw-LS, and installation of new transmitter and vertical radiator; conditions.

**KWPC Muscatine, Iowa**—Granted modification of CP which authorized a new station, to change transmitter location to Mulberry and Hauser Sts., Muscatine, and to specify studio location as Mulberry and Hauser Sts.; conditions.

**WJSM Cleveland, Ohio**—Granted CP to install a new transmitter in remote pickup station.

**KAKC Tulsa, Okla.**—Granted modification of CP which authorized a new station, for approval of antenna, to change type of transmitter and for approval of transmitter location at NE¼ of SE¼ of NW¼ Sec. 15, Twp. 19, R-13E, Lynn Lane, Okla.

**WOLF Syracuse, N. Y.**—Granted modification of CP for extension of commencement and completion dates to 3-1-47 and 6-1-47 respectively.

**WCNT Centralia, Ill.**—Granted license to cover CP for a new station to operate on 1210 kc, 1 kw, daytime; conditions.

**KGRI Henderson, Tex.**—Granted modification of CP which authorized a new station, for approval of antenna and approval of transmitter and studio locations at 0.7 mi. southeast of center of Henderson.

**WCHA Chambersburg, Pa.**—Granted license to cover CP which authorized a new station on 800 kc, 1 kw, day; conditions.

**KEBE Jacksonville, Tex.**—Granted modification of CP which authorized a new station, for approval of antenna, changes in transmitting equipment and approval of transmitter and studio location at corner Lake St. and Pierces Lane, Jacksonville; conditions.

**KCHS Hot Springs, N. M.**—Granted license to cover CP which authorized a new station on 1400 kc, 250 w U; conditions.

**WEDO McKeesport, Pa.**—Granted license to cover CP which authorized a new station on 810 kc, 1 kw, daytime; conditions.

**WAPA San Juan, P. R.**—Granted modification of CP which authorized a new station, for approval of antenna and approval of transmitter location approximately 3 mi. northwest of Cuaynaba Village east of Highway 25 and San Juan, P. R., and change studio location to 26 Ponce de Leon Ave., San Juan.

**Paris Bcstg. Co., Paris, Tenn.**—Adopted a memo opinion and order granting petition of Paris Bcstg. Co. insofar

*(Continued on page 90)*

*you can't charge grandstand prices for a knothole view*

Plush chairs and pink carpets won't help. Even if you talk the show up from the sidelines, you can't superdooperize a performance if your reproducing equipment makes hash of brilliant dialogue or whips up a fog over clean high tones.

That's the reason engineers and station managers are going Altec Lansing all the way – on speakers and amplifiers for monitoring equipment. High fidelity speakers of motion picture studio calibre – and amplifiers of matching quality – will play back your transcriptions with living presence.

Discuss the advantages of Altec Lansing equipment with your own engineers.

**GO ALTEC LANSING ALL THE WAY**

**SPEAKERS AND AMPLIFIERS FOR MONITORING EQUIPMENT**

Leading broadcasting stations and recording studios are rapidly adopting Altec Lansing monitoring equipment. They recognize the necessity for monitoring their broadcasts and transcriptions with the same quality speakers and amplifiers that are going into an increasing number of fine home phono-combinations. See your dealer or write for details.

**ALTEC**

**LANSING CORPORATION**

1161 N. Vine St., Hollywood 38, Calif.
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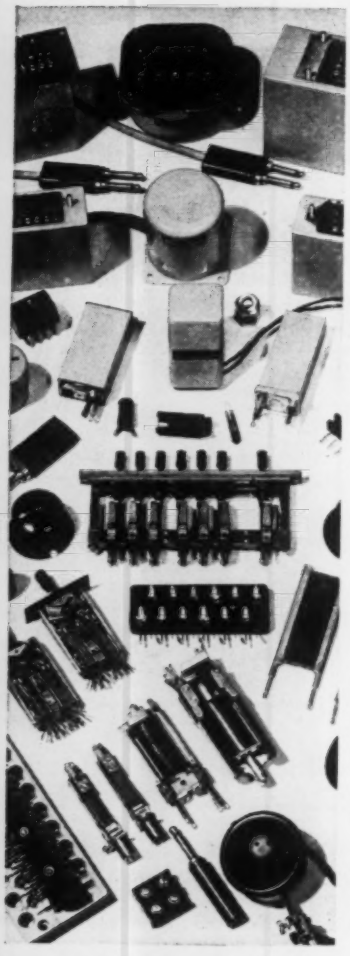
Keep Advancing with ALTEC LANSING

# When you want Components, remember:



*Western Electric*
**QUALITY COUNTS**

For the broadcasting engineer who wants to assemble his own audio and control equipment, Western Electric has a line of transformers, plugs, jacks, cords, switches, knobs, relays, headsets and many other component parts to meet almost every need. Bell Laboratories engineers designed these *little parts* with the same skill and care that assure quality in *complete* Western Electric units.

For full information, talk with your local Graybar Broadcast Representative, or write Graybar Electric Co., 420 Lexington Avenue, New York 17, N. Y.

Distributed by GraybaR
OFFICES IN 95 PRINCIPAL CITIES


## FCC Actions

*(Continued from page 89)*

as it requests that the application of Ky. Lake Bcstg. System Inc. be designated for hearing in the consolidated proceeding with Paris Bcstg. Co. application and application of James A. Dick, et al, d/b as Paris Bcstg. Co. The petition, as modified, was granted insofar as it requests enlargement of the issues in said consolidated proceeding; and it was further ordered that Ky. Lake Bcstg. System Inc. be designated in a consolidated proceeding with applications of Paris Bcstg. Co., Jas. A. Dick, et al, d/b as Paris Bcstg. Co. and Murray Bcstg. Co. Inc., and the issues hertofore adopted in this proceeding amended to include the Ky. Lake application. (Comr. Jett favoring grant of Ky. Lake Bcstg. System application which requests a frequency not in conflict with other applications.)

**WRUF Gainesville, Fla.**—Granted extension of special service authorization to operate unlimited time with 100 w.

**State Bcstg. Corp., Hartford, Conn.**—Authorized a conditional grant for a new FM station subject to engineering conditions.

**Community Bcstg. Co., Toledo, Ohio**—Adopted an order severing from the consolidated Toledo FM hearing, the application of Community Bcstg. Co. for a new FM station, and ordered that said application be designated for consolidated hearing with renewal application of WTOL.

## Nov. 13 Applications . . .

**APPLICATIONS ACCEPTED**

**AM—910 kc**

**WABI Bangor, Me.**—License to cover CP which authorized increase in power, employing directional antenna night, and make changes in transmitting equipment and authority to determine operating power by direct measurement of antenna power.

**Experimental—TV**

**W1XDY Boston, Mass.**—License to cover CP which authorized a new experimental television broadcast station.

**AM—1490 kc**

**WICY Malone, N. Y.**—License to cover CP which authorized a new standard broadcast station and authority to determine operating power by direct measurement of antenna power.

**AM—1230 kc**

**WNGO Mayfield, Ky.**—Modification of CP as modified which authorized a new standard broadcast station, to change type of transmitter.

**AM—1400 kc**

**WJLB Detroit, Mich.**—CP to make changes in antenna, install new transmitter and change transmitter location from 7310 Woodward Avenue, Detroit, Mich., to Midland Ave., Highland Park, Mich.

**AM—780 kc**

**WARL Arlington, Va.**—License to cover CP which authorized a new standard broadcast station and authority to determine operating power by direct measurement of antenna power.

**AM—1240 kc**

**WWWB Jasper, Ala.**—License to cover CP which authorized a new standard broadcast station and authority to determine operating power by direct measurement of antenna power.

**AM—1340 kc**

**WBBQ Augusta, Ga.**—Modification of CP which authorized a new standard broadcast station, to change type of transmitter (RCA 250-K), specify type of antenna, transmitter and studio locations.

**AM—1370 kc**

**WDEF Chattanooga, Tenn.**—Modification of CP which authorized change in frequency, increase in power, installation of new transmitter and directional antenna for night use and change transmitter location, for extension of completion date.

**AM—1400 kc**

**KTFS Texarkana, Tex.**—License to cover CP which authorized a new standard broadcast station and authority to determine operating power by direct measurement of antenna power.

**AM—780 kc**

**WBBM Chicago, Ill.**—Modification of CP which authorized to install new vertical antenna, for extension of completion date.

**AM—1120 kc**

**KMOX St. Louis, Mo.**—Modification of CP as modified, which authorized installation of new transmitter and antenna and change transmitter location, for extension of completion date.

**AM—1110 kc**

**KFAB Omaha, Neb.**—Modification of CP as modified, for extension of completion date.

**AM—1170 kc**

**KLOK San Jose, Calif.**—License to cover CP which authorized a new standard broadcast station and authority to determine operating power by direct measurement of antenna power.

**AM—1400 kc**

**KGFL Roswell, N. M.**—License to cover CP which authorized increase in power, installation of new transmitter and make changes in ground system and authority to determine operating power by direct measurement of antenna power.

**Remote Relay**

**Carl E. Haymond, Area of Tacoma, Wash.**—CP for new remote pickup broadcast station to be operated on 1646, 2090, 2190 and 2380 kc, power of 20 w and emission A3.

**Applications Returned:**

**AM—1230 kc**

**Southern Bcstg. Corp., New Orleans, La.**—CP for a new standard broadcast station to be operated on 1230 kc, 250 w, and unlimited hours of operation. Request facilities of WJBW. (Incomplete.)

**AM—1160 kc**

**WJJD Chicago, Ill.**—CP to change hours of operation from limited time to unlimited time and make changes in antenna system employing directional antenna after sunset at Salt Lake City, Utah. (Violation of Section 3.25 (a)).

**Applications Tendered for Filing:**

**AM—890 kc**

**W.A.S.H. Bcstg. Co., Washington, D. C.**—CP for a new standard broadcast station to be operated on 890 kc, 5 kw, daytime only.

**AM—1340 kc**

**Manistee Radio Corp., Manistee, Mich.**—CP for a new standard broadcast station to be operated on 1340 kc, 250 w and unlimited hours of operation.

**AM—1230 kc**

**Frank R. Smith Jr., Beaver Falls, Pa.**—CP for a new standard broadcast station to be operated on 1230 kc, 250 w and unlimited hours of operation.

**AM—1240 kc**

**William M. Drace, Greer, S. C.**—CP for a new standard broadcast station to be operated on 1240 kc, 250 w and unlimited hours of operation.

**AM—910 kc**

**James H. McKee and Odes E. Robinson, a partnership d/b as Broadcasters Associates, Paris, Tenn.**—CP for a new standard broadcast station to be operated on 910 kc, 1 kw and daytime hours of operation.

**AM—1340 kc**

**Dr. Dick Welch, Port Arthur, Tex.**—CP for a new standard broadcast station to be operated on 1340 kc, 250 w and unlimited hours of operation.

**AM—1490 kc**

**WTMV East St. Louis, Ill.**—Consent to assignment of license to Evansville on the Air, Inc.

**AM—1130 kc**

**WDGY Minneapolis, Minn.**—CP to increase power from 500 w night and 5 kw day, limited time, to 50 kw, unlimited hours of operation, install DA for day and night use, install new transmitter and change transmitter location.

**AM—680 kc**

**Woodward M. Ritter, San Bernardino, Calif.**—CP for a new standard broadcast station to be operated on 680 kc, 250 w and daytime hours of operation.

**AM—1520 kc**

**San Gabriel Valley Bcstg. Co., a California Corp., South of Monrovia, Calif.**—CP for a new standard broadcast station to be operated on 1520 kc, 1 kw and daytime hours of operation.

**AM—1450 kc**

**Reno Newspapers Inc., Reno, Nev.**—CP for a new standard broadcast station to be operated on 1450 kc, 250 w and unlimited hours of operation.

## Nov. 14 Decisions . . .

**FM ACTIONS**

**(BY COMMISSION EN BANC)**

**Pacific Bcstg. Co., San Francisco, Calif.**—Granted petition for leave to amend its FM application to show additional financial and corporate data, etc., and the application was removed from the hearing docket and granted conditionally for a Class B station, subject to further review and approval of engineering details.

**The Hollywood Community Radio Group, Hollywood, Calif.**—Ordered that the application for a Class B FM station be consolidated for hearing with applicant's application for a new AM station in Gardena, Calif., the Huntington Bcstg. Co. for a new AM station in Huntington Park, Calif., and Coast Radio Bcstg. Corp., Los Angeles, scheduled for hearing commencing Dec. 16, 1946.

**Final CPs**

The following were authorized construction permits; conditions. (Note: power given is effective radiated power; antenna height given is height above average terrain):

**Beverly Hills Bcstg. Co., Beverly Hills, Calif.**—Class A, Channel: 104.7 mc (No. 284), 760 w, 85 ft.

**Lincoln Dellar, Sacramento, Calif.**—Class B, Channel: 102.9 mc (No. 275), 9.3 kw, 300 ft.

**American Bcstg. Co. Inc., San Francisco, Calif.**—Class B, Channel: 96.9 mc (No. 245), 1.6 kw, 1280 ft.

**The Augusta Chronicle Bcstg. Co., Augusta, Ga.**—Class B, Channel: 94.9 mc (No. 235), 15 kw, 375 ft.

**Midwest Bcstg. Co., Mount Vernon, Ill.**—Class B, Channel: 100.9 mc (No. 265), 9.2 kw, 355 ft.

**The Corning Leader, Corning, N. Y.**—Class B, Channel: 95.1 mc (No. 236), 4.2 kw, 500 ft.

**High Point Enterprises Inc., High Point, N. C.**—Class B, Channel: 103.5 mc (No. 278), 13 kw, 395 ft.

**Northwestern Bcstg. Co., Vernon, Tex.**—Class B, Channel: 101.5 mc (No. 268), 8 kw, 360 ft.

**L. G. LeTourneau, Longview, Tex.**—Class B, Channel: 102.3 mc (No. 272), 9.1 kw, 425 ft.

The following were authorized construction permits in lieu of previous conditions specified:

**The Daily Reports, Ontario, Calif.**—Class A, Channel: 104.3 mc (No. 282), 310 w, 110 ft.

**Southern Ill. Bcstg. Partnership, Carbondale, Ill.**—Class B, Channel: 100.5 mc (No. 263), 3 kw, 310 ft.

**WDOD Bcstg. Corp., Chattanooga, Tenn.**—Class B, Channel: 95.3 mc (No. 237), 42 kw, 1040 ft.

*(Continued on page 92)*

HAWAII'S FIRST STATION
KGU
NBC IN THE PACIFIC SINCE 1931
HONOLULU
Affiliated with THE HONOLULU ADVERTISER · Represented by THE KATZ AGENCY, INC.

# CINCINNATI WSAI AUDIENCE

**UP 25%* Mornings**

**UP 71%* Afternoons**

**UP 38%* Evenings**

*September, 1946 compared to September, 1945, Hooper ratings. WSAI is the only Cincinnati station showing gains in all three classifications.

# WSAI

*A Marshall Field Station*

115 EAST FOURTH ST., CINCINNATI 2, OHIO

Represented by Lewis H. Avery, Inc.

AMERICAN BROADCASTING COMPANY

*Mrs. Linnea Nelson*
*J. Walter Thompson Co.*
*New York City*

*Dear Linnea:*

*I've been so darned busy tryin' to keep everything hummin' right along that I just have time to pass along my thought for the day. . . You only need one radio station, WCHS that is, to completely cover the Charleston market. . . . 5000 watts on 580 will do the job. Nuff said!*

*Yrs.*
*Algy*

**WCHS**

**Charleston, W. Va.**

# KQV PITTSBURGH CONDUCTS POLL

## Station Samples Public Opinion by Phone, Other Methods in New Service

BORN during the heat of the strike in Pittsburgh, the KQV Listeners' Poll has emerged as a new idea in service to the radio audience. The program idea came to G. S. (Pete) Wasser, KQV's general manager, when the station received appeals from listeners for KQV to "do something" about the strike, remembering KQV's aid in settling the February power strike.

Poll, called *Opinion-Aire*, combines broadcast and telephone facilities to give a sample of public opinion within 75 minutes. Briefly it is the listeners' response by telephone to a broadcast program.

KQV sends three newsmen into the street to conduct sidewalk interviews and poll opinion on a public question. Listeners are urged to express their opinion by phoning in votes on the question. Street poll lasts a half-hour, with listeners given an additional half-hour to vote. Results are tabulated quickly, the whole process requiring only 75 minutes. A market research firm handles the polling.

*Opinion-Aire* accurately forecast the Guffey-Martin election results four days before the election.

## Shortwave

(*Continued from page 18*)

low 25 mc but above 25 mc there was little conflict with the new U. S. allocations already in effect.

At a Paris shortwave conference following the Moscow meeting, Francis Colt deWolf, chief, Telecommunications Division, State Dept., who headed the U. S. delegation, was elected chairman. The delegates examined world and regional broadcasting organizations, agreed on coordination of high-frequency broadcasting, were unanimous in the view that medium and longwave regional organizations be maintained. The conferees also voted to study a world broadcasting organization during the next World Telecommunications Conference, scheduled for July 1, 1947, probably in the U. S.

Existing regional organizations will be invited to the world conference. The Paris delegates also agreed that the OIR should remain a regional organization serving Europe. Some European nations had proposed that OIR become a worldwide organization.

At the Moscow conference, Mr. deWolf said the delegates adopted a Russian proposal to hold a plenipotentiary conference every four years. They agreed that the seat of the International Telecommunications Union should be the seat of the United Nations and that the ITU and UN should coordinate their activities, although ITU would remain autonomous.

Under plans adopted at the Moscow conference a radio conference will be held beginning May 15 to determine allocations, etc. That session will last about three months, Mr. deWolf said. Immediately following it the new international shortwave organization would be set up in a conference. The World Telecommunications Conference will be held July 1, although Britain opposed the U. S. invitation to hold it in this country.

The U. S. S. R., France and China supported this country's bid. The Bureau of ITU in Bern is now polling all interested nations on the site of the 1947 meeting, which has been called to revise the Madrid Convention.

Mr. deWolf gave his first formal report on the Moscow and Paris conferences in a broadcast on CBS, 4:15-30 p. m. Nov. 9 after his return to Washington. Several industry delegates, who had been stranded temporarily in Berlin, were aboard U. S. Army transports and were expected to arrive this week.

## FCC Actions

(*Continued from page 89*)

**Miscellaneous**

The Commission announces allocation of an additional channel to the tentative allocation plan for the San Antonio, Tex. area (No. 256) 99.1 mc.

**AM ACTIONS**

**AM—1060 kc**

**Union Bcstg. Co., Monroe, N. C.**—Granted CP for a new station to operate on 1060 kc, 250 w, daytime only; conditions.

**AM—1400 kc**

**Statesville Bcstg. Co. Inc., Statesville, N. C.**—Granted CP for a new station to operate on 1400 kc, 250 w, unlimited time, subject to filing a modification of permit for site meeting engineering requirements.

**AM—1450 kc**

**Houston Broadcasters, Dothan, Ala.**—Granted CP for a new station to operate on 1450 kc, 250 w, unlimited time.

**Assignment of CP**

**WLBR Lebanon, Pa.**—Granted consent to assignment of CP for station WLBR from Lester P. Etter and H. Raymond Stadiem, a partnership, d b as Lebanon Bcstg. Co., to Lebanon Bcstg. Co., a corporation composed of three equal stockholders, two of whom are the present partners.

**Assignments of Licenses**

**WJOB Hammond, Ind.**—Granted consent to assignment of license of station WJOB from O. E. Richardson, Fred L. Adair and Robert C. Adair, d b as Radio Station WJOB, to South Shore Bcstg. Corp., for a consideration of $150,000. Assignee is a newly formed corporation (Comr. Durr voting for hearing).

**WDUK Durham, N. C.**—Granted consent to voluntary assignment of license of station WDUK from W. H. Lancaster Jr., W. W. Couch Jr. and S. H. Campbell Jr., d b as Radio Station WDUK, to WDUK Inc., a corporation. No money involved.

**Transfer of Control**

**KOKO La Junta, Col.**—Granted consent to voluntary transfer of control of The Southwest Bcstg. Co., licensee of station KOKO, from Leonard E. Wilson, Elizabeth M. Wilson, O. C. Samuel and Chas. F. Wilson, to Stanley N. Schultz et al, for a consideration of $25,950 (96.3%).

**Designated for Hearing**

**KTRM Inc., Beaumont, Tex.; KTBS Shreveport, La.**—Designated for hearing in a consolidated proceeding application of KTRM Inc. for a new station to operate on 710 kc, 250 w, daytime only, with application of KTBS for a CP to change power from 1 kw to 5 kw, change transmitter, location, etc.

**CKOC Trophy**

CKOC Hamilton, Ont., has offered a CKOC Sportsmanship Trophy for the interscholastic football league of Hamilton. It is to be awarded to the player each year selected by the league's players and coaches who best combines the highest qualities of good sportsmanship, playing ability and leadership.

**Wine** sales in the busy city are slated for an increase thanks to the station that holds the success key to Canton wine sellers. The makers of Franzia, Garrett, Petri, Roma and Virginia Dare wines are using WHBC to unlock this market's potential.

**Women** who listen to Carol Adams, WHBC's women's director, are given a variety of valuable services and information. Advertisers are aware of the program's pulling power. Response to recent giveaways offer evidence of that.

**Songs** America Sings is the new Republic Steel Corp. quarter hour on WHBC starring Larry Brooks, Lynn Murray's Orchestra and the Republic Family Four. Canton is the home of Republic's alloy steel plant — largest in the world.

These wise advertisers can't go wrong with WINE, WOMEN AND SONG!

**whbc**

5000 WATTS SOON!

BASIC STATION MUTUAL NETWORK

represented by RAMBEAU

your good neighbor in
**CANTON, OHIO**
always a busy city

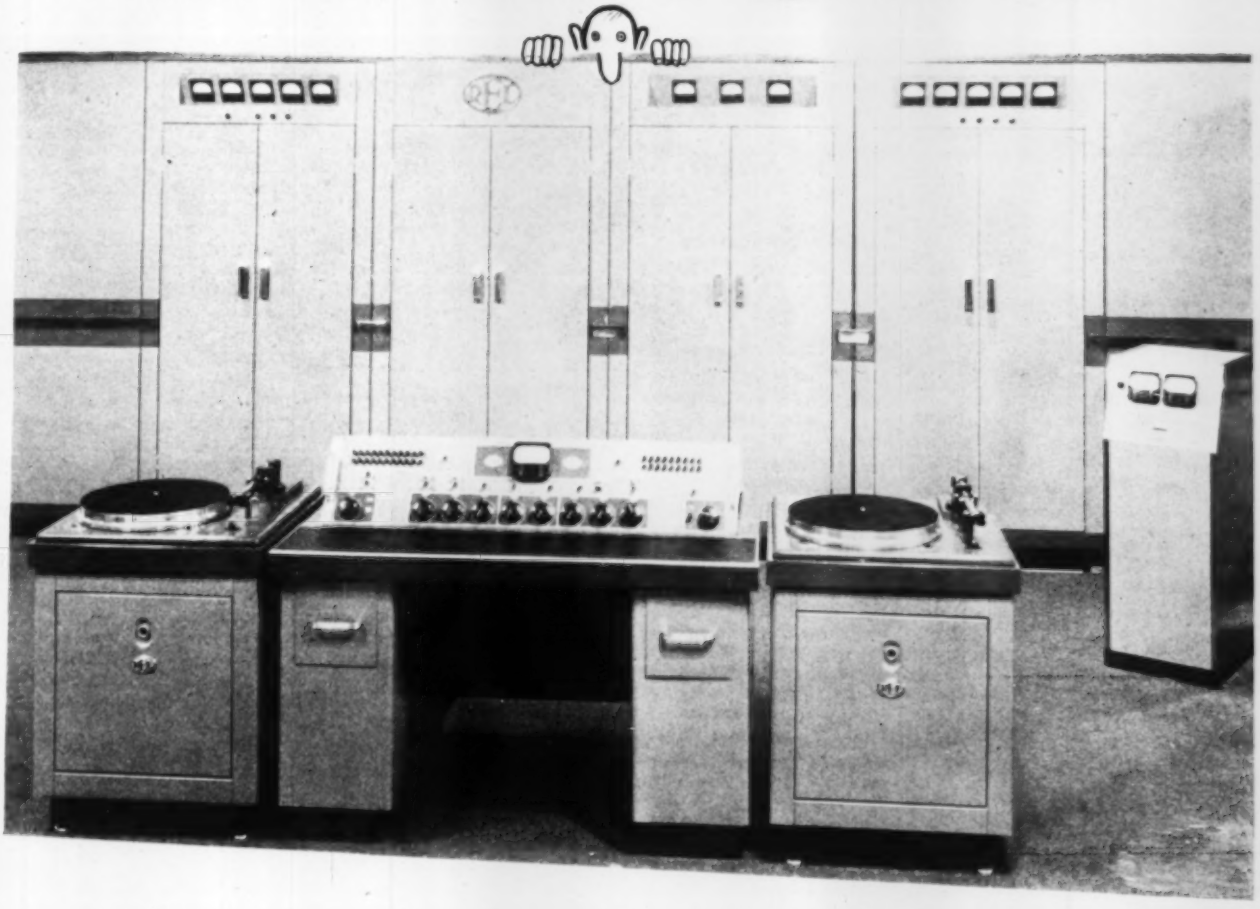
**PHILADELPHIA'S NO. 1** *Independent*

10,000 Watts **WIBG**

REPRESENTED: Nationally by Adam J. Young, Inc. In New York by Joseph Lang, 31 W. 47th Street

# KILROY WAS THERE!

## AND SAW THE NEW REL FM LINE



Seriously though, broadcasters who were visitors to the REL exhibition area at the Chicago NAB convention, were amazed at the superb styling and streamlined beauty of the new REL FM line.

In case you missed the show we picture above the 10 KW transmitter, model 600 Monitor, model 603 Speech Console and REL-Fairchild transcription tables as they appeared on the convention floor.

REL FM Equipment—the choice of so many prominent Broadcasters—notable for masterful electrical and mechanical design plus "eye appeal"—is in full production for early delivery. Write for descriptive literature.

REL

**RADIO ENGINEERING LABS., INC.**

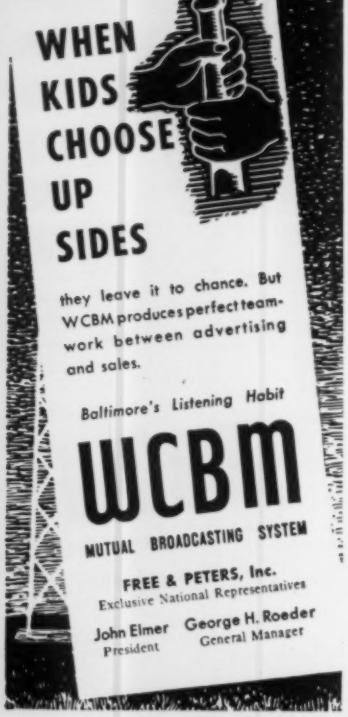
*Long Island City*, N.Y.

KFMB
Sells
SAN DIEGO

Going Up! 1946
U. S. Census shows San Diego metropolitan district with post-war civilian population of 465,720. San Diego city population jumps 78% over 1940! This lucrative market is yours "from the inside" with KFMB.

KFMB
BASIC AMERICAN NETWORK
(Pacific Coast)
SAN DIEGO, CALIF.

Owned and Managed by JACK GROSS
Represented by the BRANHAM CO.




## IPR Promotes Kostka

WILLIAM KOSTKA, former publicity director of NBC and more recently on the staff of the Institute of Public Relations, has been promoted to a vice president of the Institute. Mr. Kostka, who joined the organization in 1941, is a former managing editor of *Look* magazine and still directs the public opinion forum of that magazine. At one time he published his own magazine and previously he served as central division manager of INS.

Mr. Kostka

## Timebuyers

(*Continued from page 20*)

propagation show disturbing differences? If so, is it the result of actual listening in the "protected" areas or . . . 2. Does the first question on the BMB ballot, "List below the call letters of *all* radio stations which *you or someone* in your family *listens to* in your home *at any time*," (emphasis mine) develop the interviewee's exploratory sense to such a degree that the listings, both in call letters and in amount of listening reported, are badly inflated?

**Use of Material**

Such questions undoubtedly need more experienced research minds than ours, but they are only the vanguard . . . there are plenty of problems in possible application of BMB that the Committee can and will concentrate on.

We note in your Oct. 28 issue, a report on the formation of Advisory Councils by C. E. Hooper Inc. This seems a most practical effort to clear some of the cobwebs out of our way, and I have written Mr. Hooper extending the cooperation of the Timebuyers Committee in any way possible.

Finally, going back to the fourth point . . . that the stations are going to decide on the value, interpretation, and use of BMB material. This really isn't much of a point—for stations will soon come to realize that it is the timebuyers, not the stations, who will decide this question. I firmly believe that BMB should propose a practical application of the material, but whether this application comes from BMB, the stations, or the timebuyers, it is the latter group that will make the final decision. It has always been thus, and always will be. It cannot be otherwise, for it is *satisfied* customers that build business, and in radio's "buyers' market" of today and tomorrow the customer is always right.

DAVID DOLE, *Chairman*
Timebuyers Committee
Chicago Radio Management Club

Nov. 5, 1946

## MBS Co-op Set

PLANS were completed last week for an hour variety show sponsored cooperatively by major department stores throughout the country to begin on MBS in January. The program, handled through Schwimmer & Scott, Chicago, will star Groucho Marx, Mickey Rooney and Frances Langford and will originate from Hollywood. Such department stores as R. H. Macy, New York; Marshall Field and Carson, Pirie & Scott, Chicago; Nieman Marcus, Dallas, and others not yet announced in Boston, San Francisco, Hollywood and other cities with MBS outlets will sponsor the show, to be heard Fri. 9:30-10:30 p.m. Program will be heard live with appropriate commercials delivered in each city.

## *MUTUAL ADDS FOUR MORE AFFILIATES*

FOUR new affiliates were announced last week by MBS bringing the network's total number of stations to 364.

KGCR Cedar Rapids, Iowa, operating with 5000 w on 1600 kc, and owned by the *Cedar Rapids Gazette* joins the network March 1, 1947, replacing WMT Cedar Rapids, current dual affiliate of MBS and CBS.

KWCO Chickasha, Okla., operating with 250 w on 1560 kc and owned by the Washita Valley Broadcasting Assn., affiliated Nov. 15.

WKRM Columbia, Tenn., operating with 250 w on 1340 kc and owned by the Middle Tennessee Broadcasting Co., joins today (Nov. 18).

WNAE Warren, Pa., operating with 1000 w on 1310 kc and owned by the Northern Alleghany Broadcasting Co., will join the network Dec. 1.

Two MBS affiliates, WTIP Charleston, W. Va., and WGNI Wilmington, N. C., which joined MBS last summer while under construction, will begin operation on Nov. 17 and 28, respectively.

## WDGY Asks 50 kw

WDGY Minneapolis, Minn., now operating on 1130 kc 5 kw day and 500 w night, last week applied to FCC for construction permit to increase power to 50 kw unlimited time and install directional antenna. Purchased last April from the Dr. George Young estate by Charles and James Stuart, owners of Stuart stations, the station was the first independent U. S. station. The Stuart Co. also owns and operates KOIL Omaha and KFOR Lincoln, Neb.

## UE Meeting Brews New Wage Policies

### Conference Says Increased Pay Is Needed

MORE than 200 local union leaders of the United Electrical, Radio, and Machine Workers of America (CIO) last week agreed that "wages and salaries must be substantially increased" because "skyrocketing prices are increasingly confronting millions of Americans with a daily crisis in buying the necessities of life."

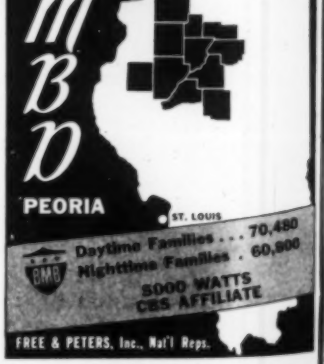
The conference, attended by delegates representing approximately 300,000 electrical workers in 145 plants of such large corporations as General Electric, Westinghouse, Sylvania Electric, RCA, General Cable Corp., and General Motors electrical division [BROADCASTING, Nov. 11] was presided over by Albert J. Fitzgerald, UE general president.

While no threat was made of strike and no set percentage of wage increase was expressed, the UE delegates in a prepared statement sharply attacked "American big business" for "waging a gigantic propaganda campaign to spread the lie that price increases are caused by wage increases."

The conference urged "closest coordination" between UE and "the steelworkers, auto workers and large metal working CIO unions," declaring: "In waging the struggle for advanced wages, we fight for the improved conditions not only of our own membership but of all American workers."

## End Set Reports

MONTHLY reports on radio set production have been discontinued by the U. S. Census Bureau following sweeping decontrol action by OPA. The Bureau had served as OPA agent in obtaining detailed production data from set manufacturers. The figures had been released about a month after publication of similar data by Radio Manufacturers Assn. RMA's reports are made about three weeks after end of each month.



ADM. RICHMOND K. TURNER, representing the chief of naval operations at the United Nations Security Council, chats with two General Electric vice presidents, Chester H. Lang (l) and Robert S. Peare, just before participating in Armistice Day television program over WRGB Schenectady. The program also was broadcast over WGY, standard outlet.

## Radio Course at KYW

KYW Philadelphia announces that it has instituted, in cooperation with the U. of Pennsylvania, a special course in radio education, with students completing required hours for credit in the KYW studios. Purpose of the course, which will consist of laboratory work in production and kindred subjects, will be to acquaint students of education with the methods of radio for classroom use, Gordon Hawkins, educational director of Westinghouse Radio Stations, states. Students taking the course will be required to spend 40 hours per term or semester in the KYW studios.

### *Upcoming*

**Nov. 18:** 1946 Eastern Annual Conference, AAAA, Waldorf-Astoria Hotel, New York.
**Nov. 18:** Conference of Intermountain Radio Council, Salt Lake City, Utah.
**Nov. 18-20:** Meeting of CBC Board of Governors, Ottawa, Ont.
**Nov. 19-22:** NARBA Preliminary Engineering Conference, FCC Hqtrs., Washington, D. C.
**Nov. 21:** Conference of Omaha Radio Council, Omaha, Neb.
**Nov. 21-22:** First Annual Georgia Institute on Radio, U. of Georgia, Atlanta.
**Nov. 21-22:** Georgia Assn. of Broadcasters Radio Institute, U. of Georgia, Athens.
**Nov. 24-30:** National Radio Week.


Covering
Ohio's
3rd Market
Ask HEADLEY-REED
WFMJ
YOUNGSTOWN, OHIO


# CBS Will Explain Radio's Problems

### Plans Series to Give Public Behind-Scenes Picture

RADIO has seldom, if ever, taken listeners into its confidence to let them know what besides skeletons dangles in radio's closets. Last week CBS promised them more than a peek.

William S. Paley, articulate chairman of the CBS board, who intimated that closets weren't bare when he spoke frankly of advertising abuses in an address to the NAB in Chicago, announced a new program series designed to explain radio's problems and radio's ways to listeners. For an industry which thus far has failed to offer any open defense to the rising attack of critics, Mr. Paley's decision was considered daring indeed.

Beginning Dec. 1, CBS will broadcast a series of weekly, quarter-hour discussions on the major problems and policies of radio. Mr. Paley himself will appear on the first program, although his topic has not yet been announced.

Presented each Sunday, 1:30-1:45 p. m., the programs will feature Lymon Bryson, CBS counsellor.

The following subjects will be discussed by Mr. Bryson: Broadcasting as a Business in the Public Interest, Its Sources of Revenue and Kinds of Advertising," "Engineering Structure," "Audience Preferences and Devices for Audience Measurement," "What Public Does the Radio Serve?," "Problem of Taste in Humor, Drama, Music," "Control Over Taste and Advertising Content," "Psychology of Radio," "CBS Policy on News Broadcasts," "Radio's Personnel Problem," "Labor Relations and Policy," "Decisions on Control Over Material Broadcast," "Conception of an Idea and Its Eventual Birth Into a Program," "Forecast of Broadcast's Chief Problems," "Programs of Information and Enlightenment."

Through this series, CBS announced it hopes to get the public response and the public guidance which it needs to run a business that is controlled in all its final decision by the people themselves.

## Kobak

(*Continued from page 20*)

into this, and that they are still not being stampeded.

I am not qualified to go into details about these figures and their application but I do believe that we should be careful to keep in mind the real objectives back of BMB. For many years a variety of "coverage" or "circulation" measurements, good, bad, or indifferent, have been made or subscribed to by competing stations and networks. It has been felt for quite a long time that the industry should get together and establish certain basic fundamental standards which could be used together with—not instead of—radio's many other important audience yardsticks such as coincidental program ratings, the audiometer, and the diary.

When finally this was achieved after at least one abortive start (back in 1934 in the days of the old Joint Committee on Radio Research of which I was a member), it seemed that a very great achievement had been made. I think that this has been amply proved by what has taken place since the BMB got rolling. I feel that since such an excellent start has been made we should look at the positive side rather than the few negative angles that may come up—and do our best to build up rather than to tear down.

So far as Mutual is concerned, we are adding stations at such a rate that the BMB measurements are already far short of giving a complete picture of the Mutual Broadcasting System as it exists today. In our minds this is no reason to criticize BMB. On the contrary, we are looking forward to the time when BMB measurements will be available for all of our stations and we realize it will take some years to attain this goal.

In the meantime we are studying our coverage areas by engineering methods and studying our audiences by all the other means available to us and working towards their correlation with BMB data—or at least an exploration to see to what extent they can be coordinated with the BMB information. Our investment in BMB is therefore a long term proposition. We cannot expect to get much out of it for the next couple of years at least, but we have faith in this industry-wide activity and Mutual is ready to go ahead with its subscription for the continuation and expansion of BMB, realizing always that the direction and the planning will be in the hands of an industry group of the best available representatives from the advertisers, the agencies, and the broadcasters, and that it will represent careful thought rather than the opportunism of special interests.

BMB is not perfect, but we all know that perfection is an ideal rather than a reality, and our job is to strive toward that ideal rather than to tear down the efforts already made.

One of the most encouraging things about all the BMB's work to date has been the smoothness with which the dealings among the three groups involved have been carried on—the open-mindedness of all concerned and the desire to cooperate in order to arrive at the common goal. I think this unanimity outweighs in importance any single question or misunderstanding about the applicability of the figures. We have something here—don't let's lose it!

## Autos on Radio

TOTAL OF more than $53,000,000 in American automotive advertising was placed on CBS between Sept. 19, 1927 and Jan. 1, 1946, it was reported in a booklet entitled "Fifty Years on Wheels," mailed by CBS to network clients, advertising agency executives, and important figures in the automotive industry.

Made up largely of the script of the broadcast also entitled *Fifty Years on Wheels* by which last June 9 CBS saluted the conclusion of the week-long celebration of the automobile industry's 50th anniversary, the book also traces the history of the automobile and allied industries, advertising on CBS. The first automobile program was *The Dodge Brothers Hour of Music* aired Sept. 19, 1927, exactly 30 hours after CBS went on the air for the first time over a 16-station network.

### WGN Pay Increase

WHITE COLLAR workers at WGN Chicago are included among those who receive 20% wage increase effective Dec. 2, according to announcement last week by Col. Robert R. McCormick, editor and publisher of the Chicago Tribune, station owner.


No. 10 of a Series
In
West Virginia
Bank Debits in Charleston for the first nine months of 1946 totalled $922,744,000.00. Nearly 120 million dollars MORE than the combined total of the next TWO leading West Virginia cities.
THIS IS MY HOME
KANAWHA COUNTY
WGKV
CHARLESTON, WEST VA.
Charleston's Quality Station
NBC AFFILIATE
Represented Nationally by
Joseph Hershey McGillvra, Inc.

KGHL
BILLINGS, MONTANA
5000 WATTS
790 KC
NBC
Represented by
THE KATZ AGENCY, Inc.

WCKY
the 50,000
watt voice
of Cincinnati

HORACE N. STOVIN
AND COMPANY
•
RADIO
STATION
REPRESENTATIVES
•
offices
MONTREAL • WINNIPEG
TORONTO

NOTICE

Craig G. Maudsley is no longer connected with Station WJBK (James F. Hopkins, Inc.) Detroit, or with Michigan Music Company.

(Signed) James F. Hopkins

# Fly Plans Entry Into Station Business

## Holds 4% in Company Seeking Purchase Of KAND

PLANS of former FCC Chairman James Lawrence Fly to expand his interests into the field of station ownership—in his native Texas—were revealed last week.

Now senior member of the New York law firm of Fly, Fitts, & Shuebruk, the 48-year-old former Commission chief was shown as a minority stockholder of Alto Inc., twice-reorganized firm seeking to buy KAND Corsicana, Tex. for $25,000. He has a 4% interest but holds no office.

A petition to amend the KAND transfer application to cover the latest reorganization and asking the Commission to approve the sale without hearing was filed with FCC last week by Mr. Fly's law office, Alto counsel.

### First Station Venture

The amendment identified Stockholder Fly only as senior member of his law firm. He was FCC chairman from Sept. 1, 1939 to Nov. 15, 1944. If the KAND sale is approved, it will mark his first venture into the ownership side of radio.

The original KAND-Alto transaction was set for hearing by the Commission because of duopoly implications [BROADCASTING, June 3]. The 250-w Corsicana station's service area is overlapped by that of KRLD Dallas, and 28.9% of Alto stock as it was originally distributed was held by persons associated with KRLD or its parent corporation, Times Herald Printing Co.

Following the designation for hearing, Alto responded with a reorganization reducing stock interests of KRLD-Times Herald associates to 24%, with only 16% held by actual stockholders of the Dallas organizations and only one Alto officer associated with KRLD [BROADCASTING, Aug. 12].

The latest reorganization, according to the petition, puts all Alto stock into the hands of four men, none of whom "has any interest in or connection with" KRLD or the *Times Herald*. The petition claims the duopoly questions raised by the Commission are therefore moot.

Except Mr. Fly, the present Alto owners were also the chief stockholders as originally constituted and subsequently reorganized. The Dallas group and a large number of Corsicana businessmen who formerly owned stock, however, have been eliminated from the stock list. The four:

Wesley W. West, Houston businessman (lumber, banking, cattle, oil), 68%; P. M. Stevenson of Houston, business associate of Mr. West, 18%; J. C. West, now half owner of KAND, 10%; Mr. Fly, 4%. Mr. Stevenson is president; Wesley West is vice president and secretary, and J. C. West is vice president and treasurer.

KAND, licensed to Navarro Broadcasting Assn., operates on 1340 kc and is owned in equal shares by J. C. West, the active partner, and Frederick Slausson. Mr. West would remain active and Aubrey Escoe would continue as manager after the transfer, the Commission was told in an earlier petition.

The original application was filed 11 months ago [BROADCASTING, Dec. 10, 1945]. The Dallas group associated with Alto then and in the first reorganization included Tom C. Gooch, who controls the Times Herald company; KRLD President John W. Runyon, General Manager Clyde Rembert, and Chief Engineer Roy Flynn.

## GOP Probe

(Continued from page 13)

sumably including FCC although Mr. Martin made no specific references). National defense, he said, will be "adequately provided for."

Labor legislation will be a top priority on the Republican agenda. "The (steering) committee was in full agreement that labor legislation which will be constructive, but emphatically not punitive is an early necessity in the 80th Congress," said Mr. Martin in a prepared statement. "The first consideration must be the welfare of the whole nation which will necessarily embrace the welfare of both labor and management. The Judiciary and Labor Committees were instructed to make an intensive study of this whole problem and develop appropriate legislation."

### On Senate Side

On the Senate side, Sen. Robert A. Taft of Ohio, chairman of the Upper House Republican Steering Committee, at a news conference following a committee meeting, said he favored "what was in the Case Bill" and that he was interested in "annual financial reports of all union members."

Likely to be curbed by Republican labor legislation will be James Caesar Petrillo and his American Federation of Musicians and the American Federation of Radio Artists, both of whom have threatened secondary boycotts in their efforts to bend the networks to their demands. Senator Taft asserted he was opposed to "such things as secondary boycotts," indicating they would be made unlawful in new legislation.

Neither leader would comment on the probabilities of majority leaders for the Senate and House, although both Senators Taft and Wallace H. White Jr. of Maine, present Minority Leader, were high in consideration for the Senate post. In the House, Reps. Clarence J. Brown and Thomas Jenkins of Ohio and Charles Halleck of Indiana were vieing for the post.

Both jobs will be settled by the respective Committees on Committees, each of which contains a representative from each state.

## Mobile Permits

CONSTRUCTION permits for an experimental Class 2 radiocommunication system to serve 35 taxicabs were granted by FCC Thursday to the Harrisburg Taxicab & Baggage Co., Harrisburg, Pa. The company will operate the system in connection with development of the general mobile service, but the Bell Telephone Co. of Pa. will own, install and maintain the equipment. The Illinois Bell Telephone Co., on the same day, was also granted construction permits for two experimental Class 2 stations (1 land and 32 mobile units) for testing a railroad radio communication system in cooperation with the Atchison, Topeka & Santa Fe Railway Co. Initial tests will be near Chicago and west of Chillicothe, Ill.

## Signs 40 Don Lee

TURCO TAY Corp., Los Angeles (cleanser), Dec. 16 starts sponsorship of Fulton Lewis jr.'s *Top of Round Hill* on 40 Don Lee Pacific stations, Mon.-Wed.-Fri. 4-4:15 p.m. (PST). Contract is for 52 weeks. Ben Hur Products, Los Angeles (coffee), through Foote, Cone & Belding, Los Angeles, continues Tues.-Thurs. sponsorship. Agency for Turco Tay Corp. is Davis & Beaven, Los Angeles.

## Daughter Recovering

BARBARA FELTIS, 4-year-old daughter of Hugh Feltis, BMB president, was removed from the hospital and recuperating at home last week from a fractured skull which resulted from a fall from a moving automobile near her home in Scarsdale, N. Y., a fortnight ago.

Excess Insurance
Covering
LIBEL and
SLANDER

We pioneered this field and now serve Newspapers and Broadcasters nationwide. Have your Insurance Broker write us for full details and quotations.

EMPLOYERS
REINSURANCE
CORPORATION
INSURANCE EXCHANGE BLDG.
KANSAS CITY, MISSOURI

## RADIO CLUB FORMED

**Students Having Broadcast Talent Get WTAG Help**

*TWO HIGH SCHOOL students who have been named temporary officers of WTAG's newly-formed radio club discuss with Herbert L. Krueger (r), WTAG commercial manager, plans for the club's activities.*

WTAG Worcester, Mass., has organized a radio club for high school students in the Worcester area who have talent or interest in some phase of radio. Plans for the club's activities will be outlined Nov. 24 when young people from 20 high schools in Worcester County hold a general meeting in Worcester's memorial auditorium under WTAG sponsorship.

WTAG has announced that it is prepared to allot special periods of sustaining time for the exclusive use of club members, who will be divided into groups according to their interests — dramatics, announcing, vocalizing, producing, script writing. Members not only will have opportunity to use their talents on the air but also to learn techniques of their particular vocational choice in radio from WTAG staff members.

The club will elect its officers and plan its meetings under direction of WTAG.

**CFAR to 590 kc**

CFAR Flin Flon, Man., Nov. 10 changed from 1230 kc to 590 kc. Power remains 50 w.


Square the Circle . . .

LISTENER STATION ADVERTISER DEALER

with the SQUARE DEAL STATIONS
. . . for the BEST DEAL all around

WTRY
Albany, Troy, Schenectady
WSYR Syracuse
WELI New Haven
H. C. WILDER President


# *Increase in Scale of Copyright Rates Is Sought From Canada Broadcasters*

CANADIAN broadcasters are being asked to pay higher fees in 1947 for use of copyright music by Composers Authors and Publishers Assn. of Canada (CAPAC), and BMI (Canada) Ltd., according to tariffs filed with the Secretary of State at Ottawa and published in the official *Canada Gazette*.

CAPAC (Canada's ASCAP) asks a total of $221,033.68 plus 2% of gross revenue from stations. BMI (Canada) asks $63,156 or 40% of whatever fees the Canadian Copyright Appeal Board decides Canadian stations should pay.

**Special War Rate**

This year Canadian stations paid a total of $161,319, based on a payment of 8 cents per licensed receiver March 31, 1945, to CAPAC and 1 cent per licensed receiver to BMI (Canada). This was the rate decided on during the war years by the Canadian Copyright Appeal Board.

The new fees are based on 1,754,361 sets licensed March 31, 1946. CAPAC filed a tariff of $195,033.68, for domestic broadcasting, which works out at slightly more than 11 cents per licensed receiver. In addition CAPAC asked for $1,000 for domestic commercial user receiving sets, to be paid by the broadcasting stations, and covering receivers in use in public places as restaurants, and $25,000 for use of music by Canadian Broadcasting Corp. international shortwave station. CAPAC added it has taken into consideration the fact that this international service is not yet fully developed. This year CAPAC was permitted to levy $3,000 for the CBC international shortwave service, and $140,728 for domestic broadcasting.

BMI (Canada) states in its proposed tariff that it will not levy fees in 1947 from firms other than broadcasting stations. This year it collected $17,591 from stations.

Canadian stations have until Dec. 7 to file objections to the tariffs with the Canadian Copyright Appeal Board.

It is expected the copyright hearings this year will be held late in December or early January. Some change in the copyright formula is expected, since at its decision in May the Copyright Appeal Board recommended a study of copyright legislation in Canada, and changing to a periodic tariff review system to a periodic tariff review, along with examination of the copyrght situation [BROADCASTING, May 13].

## Bethesda Permittee Gets WBCC Call From Boat

WBCC will be call letters of the new Bethesda, Md., station, it has been announced. The "B-CC" portion of the call designates the Bethesda-Chevy Chase area to be served by the outlet in suburban Washington.

According to Willard Egolf, president of Broadcast Management Inc. which received the FCC grant two months ago [BROADCASTING, Sept. 23], an exchange was made with the Wyandotte Chemical Corp., whose Great Lakes steamer, *Huron*, had been using WBCC call letters. New station will use 250 w on 1120 kc.

# WDNC Engineers Are Still Striking

**Cutting Program off the Air Is Criticized in Press**

SETTLEMENT of wage dispute between WDNC Durham, N. C., and its five striking NABET engineers had not been reached by last Thursday, according to J. Frank Jarman, station manager. Pickets continued to parade before WDNC transmitter house, he said, nearly a week after the walkout began and had aroused more than usual attention in the state press because of its relation to the disturbance of a Nov. 9 public interest program launching the Better Health in North Carolina Campaign.

WDNC was put off the air Nov. 8 at 7:30 p. m. after initial negotiations failed, Mr. Jarman stated, but resumed broadcasting following day at 12:55 p. m. after outside engineers had been secured. That evening WDNC was carrying a special Kay Kyser program from Hollywood, featuring Dinah Shore, Red Skelton and other well known North Carolinians in addition to the Governor, Mr. Jarman said, when he was informed by technicians at another North Carolina station that unless he cut it on WDNC the show would be taken off the 29-station state network for which it had been exclusively prepared. The WDNC manager stated he cut the program but nevertheless a few minutes later it was cut off the network. Press reaction to the interruption of the campaign booster was extensive, Mr. Jarman said.

First contract with the engineers was signed in May 1945, according to the station manager, and negotiations for renewal have extended over several months. Efforts to reach settlement were in progress under direction of U. S. and North Carolina Departments of Labor conciliators as late as two hours before strike became effective. Mr. Jarman said several attempts since have been made to seek settlement. Basic issues are demands by NABET for raise of chief engineer's present $70 for 40-hour-week to $100 and likewise of other engineers with two years' seniority to $75, Mr. Jarman said. WDNC is offering $82.50 and $62.50.


your MUTUAL friend

TRY IT AND "SPOT" THE DIFFERENCE

WHBQ
Memphis
E. A. Alburty, Gen. Mgr.
Represented by RAMBEAU

U.P.
THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE
United Press

THE SPORTS STATION OF THE NATION!

- N. Y. Giants Pro-Football
- B'klyn Dodgers Baseball
- N. Y. Rangers Hockey
- Inter Collegiate Basketball
- Professional Basketball
- Trotting Races
- Professional Boxing
- Ski Casts
- Horse Race Results
- Soccer Tips
- Hour of Champions
- Todays Baseball
- Warm Up Time
- Sports Extra
- Take A Tip From Me
- Basketball News
- Sports Final
- Nat'l Indoor Tennis
- Madison Square Garden Track Meets

WHN 50,000 WATTS NEW YORK Rep. by RAMBEAU

CKNW
GIVES THE MOST ON THE COAST
CKNW
NEW WESTMINSTER, B.C.

The Nunn Stations
4 ABC
1 CBS
5
IMPORTANT MARKETS
• Amarillo, Tex. ..... KFDA (ABC)
• Ashland, Ky. ..... WCMI (CBS)
• Huntington, W. Va.
• Knoxville, Tenn. ..... WBIR (ABC)
• Lexington, Ky. ..... WLAP (ABC)
• Mobile, Ala. ..... WMOB (ABC)

WBNX
DAILY PROGRAMS IN
Italian
Polish
English
German
Jewish
5000 WATTS DIRECTIONAL OVER NEW YORK
America's Leading Foreign Language Station

GOING 5000 WATTS
BOOST YOUR SALES IN IDAHO

KTFI
TWIN FALLS · IDAHO
WEED & CO., Representatives

## Poll

(*Continued from page 13*)
operation, Audience Surveys Inc. put this question:

*Are you completely satisfied with the program structure of your own station?*

The replies:

| | |
|---|---|
| Yes | 13.0% |
| No | 85.7% |
| Don't Know & No Answer | 1.3% |
| | 100.0% |

The question admittedly was angled to induce negative replies. Despite this, 13% felt that their own stations were doing a satisfactory job. Those who answered negatively were given an opportunity to delineate their criticisms.

*"If 'No' (to previous question) what are its major defects?"*

| | |
|---|---|
| Not enough local programs | 22%* |
| Not enough live programs | 9 |
| Not enough local talent | 8 |
| Not enough public service | 8 |
| Not enough local news | 6 |
| Lack of time | 5 |
| Need better program production | 5 |
| Too many/or too poor network shows | 5 |
| Too many daytime serials | 3 |
| Too few farm news programs | 3 |
| Lack of originality in programs and production | 3 |
| Poor announcing | 3 |
| Unable to obtain smooth program sequence | 3 |
| Lack of flexibility because of network | 2 |
| Clashing local & network shows | 2 |
| Small errors on air | 2 |
| Shifting network programs destroy audiences | 1 |
| Too many mysteries | 1 |
| Other | 25% |

*Percentages add to more than 100% because some respondents listed more than one defect.

The panel seemed to be most concerned with its local output. Forty-eight percent of the self-critics pointed in one way or another to local defects. Nineteen percent pointed to defects stemming directly or indirectly from the networks; for too many daytime serials, mystery programs and the inflexibility which network contracts impose.

When asked to describe the obstacles which prevent correction of these programming defects, broadcasters emphasized their:

| | |
|---|---|
| Lack of local talent | 19% |
| Inadequate personnel | 17 |
| Insufficient local time | 16 |
| Cost of local programming | 11 |
| Commercial commitments | 9 |
| Unions | 5 |

**COMMENT: The dominant concern of local managers with their local product pursues logically their industry-wide analysis of programming, reported in the Nov. 4 issue. It will be recalled that they felt listeners and local stations had done most to improve programming and, more importantly, that they felt responsibility for improvement in the future lay principally with the local station. Their replies to this question point up, too, the eternal paradox in radio: do you give the listener better service with more local programming as against, for example, network programming? Managers here acknowledged that the biggest obstacle in the way of improvement is lack of local talent. Talent gravitates toward the radio capitals—New York, Hollywood, Chicago. There talent can command incomes with which local stations cannot conceivably compete. Many managers see this situation becoming increasingly critical—because more stations will mean a heavier drain on the talent reserve which even now is inadequate; and the same factor will mean, possibly, a lower income-per-station, making competition for the talent even more difficult. This reasoning applies equally to staff personnel. Yet, say many managers, the FCC—which creates the shortage by a what-the-traffic-will-bear licensing policy—has indicated in recent decisions a strong support of more local programming.**

Given an opportunity to make "specific suggestions for program improvement," managers were not at a loss for ready answers. Their answers closely parallel and confirm their definition of the principal program defects of their own operation summarized above:

*"What specific suggestions do you have for improving programs?"*

27% were concerned with the techniques of programming—they wanted better production, better program balance, better writing, block programming, more originality and new ideas.

16% wanted more station time or more control over their own programming — "reduction of network option time," "more local control," "less control from networks and agencies." and more "courage to refuse network offerings."

15% wanted more local programs, talent or news.

15% favored shorter commercials and more control of commercials.

13% asked for more emphasis on programming and less on profits and sales.

13% wanted more and better personnel—more opportunity for new, good men.

6% wanted fewer daytime serials and mysteries.

5% wanted to eliminate FCC interference with programming.

4% wanted more listener research.

**COMMENT: Although, as noted above, 48% pointed to local defects and only 13% to defects stemming from the networks in replying to the "major defects" question, we find that here—when asked for specific suggestions for improvement—the networks figure more prominently. The broadcaster, it appears, wants better programming—and he can obtain it partially at least through more expert staff members and performers. Having it, he wants more time in which to use it. The broadcaster's high regard for the networks' influence in stimulating good programming was evident in the report made Nov. 4. It is evident, too, in the instant report, where he places only secondary blame on the network for the defects in his programming operation. But when he begins to think in positive terms of improvement, the network looms as an obstacle—because of "too much control" and because of "optioned time." But it would appear, nevertheless, that he could not improve his local programming measurably even if he had more time because of the poverty of talent and new ideas. It would appear, then, that any progressive step toward program improvement would have to be short of revolutionary. There would seem to be no profit, to the listener or the broadcaster, in sweeping changes that would involve new network-station relations. But sound steps toward betterment might be taken experimentally. Stations, for example, could set aside certain periods in which to test new ideas—pursuing the Columbia Workshop technique. This procedure might uncover new talents and be productive of shows which, by virtue of their local identity, could compete for the listener's attention with network productions. At all events, radio's need for talent is apparent in these replies. Wide advertising of that need might be a project which the NAB could undertake.**

Because many stations have developed programs which are popular with listeners but not with advertisers, panel members were asked:

*"Do you carry any programs which you know can do an unusually good job for an advertiser but which you have been unable to sell either locally or nationally?"*

| | |
|---|---|
| Yes | 53.2% |
| No | 39.6% |
| No Answer | 7.2% |
| | 100.0% |

The answer of those (53%) who have such programs are revealing, not only of their own ideas about effective programming but of the kinds of programs which win listeners in many areas but fail to win sponsorship. Eleven major types were named:

| | |
|---|---|
| Musical programs | 22% |
| Local news (and weather) | 20 |
| Public service (forums, educational, veterans, etc.) | 13 |
| Sports | 9 |
| Farm Service | 7 |
| Hillbilly & homey singing | 6 |
| Children's programs | 6 |
| Commentators | 5 |
| Women's club notes | 5 |
| Network cooperatives | 5 |
| Dramatic | 4 |

Finally the panel was asked for their opinions on "the outstanding program innovation of 1946," both day and nighttime. Only 31% of

the panel feel that there has been any real innovation in daytime programming in 1946; 36% in nighttime radio. Two-thirds of the station managers feel that no innovation worth mentioning has been made in 1946.

*Queen for a Day* (MBS) topped all other daytime programs, receiving 32% of all votes cast. Fred Waring (NBC) was second with 17%. Third place (15%) went to the use of the wire recorder and electrical transcriptions in news reports. Others mentioned were: *Operations Crossroads* (CBS) 9%; *G.E. House Party* (CBS) 6%, and *Bride and Groom* (ABC) 5%.

Top vote for nighttime programming (20%) went to the Bing Crosby transcriptions (ABC) (even though the questionnaire was answered before the first Crosby broadcast); Henry Morgan (ABC); *Juvenile Jury* (MBS) and *Meet the Press* (MBS) were each voted 7%. Scattered votes were received for many other programs.

**SUMMARY: BROADCASTING TRENDS Questionnaire No. 1, on radio programming, as reported in two segments (Nov. 4 and in this issue) revealed that station managers feel:**

**(1) Listeners have done most to improve radio programming.**

**(2) Advertisers and agencies have done most to retard improvement.**

**(3) Improvement in the future is principally the responsibility of local stations—with the networks figuring prominently in this responsibility.**

**(4) Most station managers—four out of five—believe program service in their own areas is adequate.**

**(5) Most station managers—85%—are not satisfied with the program structure on their own stations. In varying degrees,**

**a. They want better talent**

**b. They want better staff personnel**

**c. They want time available for local programming**

**d. They want less control from networks and agencies.**

**(6) Most station managers—two-thirds of them—found no program innovation worthy of special mention during 1946.**

**Audience Surveys Inc. now is tabulating results of BROADCASTING TRENDS' second survey. It penetrates more deeply into the programming problems of stations, elicits comments on actual improvements undertaken and will present an interesting symposium of management opinion of the Blue Book. First report on this questionnaire will be published Dec. 2.**

ISN'T it only natural when you find . . .

1) a one-station market
2) which geography made singularly community-conscious
3) reached adequately by no other station
4) and whose 38,000 * folk depend on one station for complete radio entertainment—ABC, MBS, local shows and news—

This is ZBM, the only adequate radio coverage of Bermuda. Rising imports from U. S., now 17 millions, attests Bermuda's interest in your product. Write or wire Cole E. Wylie, Mgr.

* Including Kindley Field and U. S. Naval Base.

Only ZBM Covers Bermuda

ABC • MBS

National Representatives

JOHN BLAIR (United States) HORACE STOVIN (Canada)


## St. Louis Radio Gives Power Strike Coverage

ST. LOUIS RADIO stations provided their listeners with immediate news of a sudden emergency created by an unannounced power strike Nov. 11. Progress of negotiations for settlement of the strike were broadcast.

The emergency came about when maintenance men and operating engineers employed at the Venice, Ill., plant of the Union Electric Company of Missouri left their jobs suddenly after the company had refused to fire an employe at the request of AFL Operating Engineers Union, Local 148. The partial power shut-off forced downtown St. Louis stores to close almost immediately. Large industrial users of power shut down, and street car service was curtailed.

A meeting of company and union representatives was called at the company offices directly across the street from the KSD, *Post Dispatch* station, studios. The strike was brief, for it ended when the company agreed to fire the employe whom the union wished to have dismissed.

## Squibb Drops Program

E. R. SQUIBB & SONS (Squibb Dental Cream), on Dec. 18 drops sponsorship of its *Academy Award Show*, Wednesday, 10-10:30 p.m. on CBS through Geyer, Cornell & Newell, New York. The advertiser effective mid-December has also switched agencies, naming BBDO New York to handle its campaign for the dental cream. BBDO had been placing the company's Squibb angle to tooth brush advertising. Immediate plans under the BBDO banner do not include radio for the time being.

## AFRA

*(Continued from page 15)*

Don McNeil, Virginia Payne, Two-Ton Baker and Paul Gibson were not in a position to oppose the strike though it would force them off the air.

Network executives in Chicago pointed out that agreement to the strike clause would nullify existing contracts with affiliates and expose the network to suits for treble damages for failure to feed commercial programs.

One official recalled that during the NAB convention the network's affiliates had instructed the network not to agree to any such conditions and they looked to the network for protection against such action should AFRA demand a closed shop in their stations.

At NBC it was observed that if a strike developed, dramatic programs would be temporarily halted but that the network would continue to provide service. Many network executives rose from the announcing and talent ranks, it was suggested, and would fill the gap if necessary.

### Coast Marks Time

West Coast network and talent groups were marking time as Nov. 18 approached. Claude McCue, executive secretary of AFRA's Hollywood local, was in New York for negotiations.

Some network executives felt NBC and CBS would be required to lift their ban on recorded programs. ABC and MBS have no rules against use of recorded material. In a number of cases Hollywood executives found themselves in a difficult situation. As network officials their responsibility to management is clear but as union members they face a problem of deciding whether to cross picket lines in case of a strike.

## Starts Own Firm

GRAFTON B. PERKINS, for 22 years advertising manager and vice president of Lever Bros. Co., Cambridge, Mass., has opened an office at 81 Beacon St., Boston, as advertising and marketing counsel. Since 1937 advertising counsel and director of Thomas J. Lipton Inc., Hoboken, N. J., he had been responsible for campaigns on Lux, Lifebuoy, Spry, Rinso, Swan and other Lever Bros. specialties for more than two decades. Mr. Perkins has been member of American Fat Salvage Committee since its inception in 1942.

## Army Sponsors Show

U. S. Army Recruiting, effective Nov. 25 for an indefinite period, will start sponsorship of the *Guy Lombardo Show* on MBS, Mondays 9:30-10 p.m. [CLOSED CIRCUIT, Nov. 11]. Network contributes the time. Agency, N. W. Ayer & Son, New York.


THEY ARE SO RIGHT!

When radio time buyers declare WAIR one of the really outstanding moneymakers of the nation, "they are so right". For maximum influence in one of the south's major markets, buy—

WAIR

Winston - Salem, North Carolina

Representative: The Walker Company

ALL NORTHERN VERMONT

CHAMPLAIN VALLEY

BURLINGTON HAS THE ONLY CBS STATION IN VERMONT

WCAX

1000 WATTS • FULL TIME

KOIN

"In the People's Cause"

PORTLAND, OREGON

CBS Affiliate

LEWIS H. AVERY, Inc., Nat'l.Rep.

5000 WATTS 1330 KC.

WEVD

ENGLISH • JEWISH • ITALIAN

National Advertisers consider WEVD a "must" to cover the great Metropolitan New York Market.

Send for WHO'S WHO on WEVD

WEVD—117 West 46th Street, New York, N. Y.

# Classified Advertisements

**PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Count 3 words for blind box number. One inch ads, acceptable, $12.00 per insertion, non-commissionable. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.**

## Help Wanted

**Wanted**—Manager of radio station to locate in middlewest who would be interested in acquiring an interest in the station. Give experience and qualifications. Box 614, BROADCASTING.

**Announcer** needed for Texas station. Give full details. Box 203, BROADCASTING.

**Engineer-announcer:** Mutual affiliate, with thirteen years experience, now has application for 1 kw and wants a combination man with accent on announcing. Salary is good and personnel are congenial. Here is a good place to work and live. Send complete details in first letter. Station WLAY, Muscle Shoals, Alabama.

**Spanish announcer-engineer** wanted for new live-wire station in fast-growing southwestern community. Wonderful opportunity for man with first class ticket and ability to announce in fluent Mexican Spanish. English announcing also desirable. Rush transcriptions, photo, and full information and references to Al Stein, Program Director, KARV, Box 31, Mesa, Arizona.

**Announcer,** competent, experienced, at once. Must be good record jockey, ad lib, interviews, news, special events and general announcing. Attractive proposition for right man. Key station regional network. Send disc, references and family status all first letter to Ken Bennett, KGEM, Boise, Idaho.

**Texas station** wants first class operator. Send full record. Box 204, BROADCASTING.

**Announcer-writer** avail immed; news, comm, sp feat; specialty ad-lib disc shows; disc avail. Box 238, BROADCASTING.

**Prominent midwest** regional needs experienced male writer. Must know proper handling shows and spots. Send personal data, references, photo, spot and music show samples, expected salary first letter. Replies confidential. Box 241, BROADCASTING.

**Announcer:** By midwest leading farm station. Must be type to please rural listeners and have proven air-sales background. Give full details in first letter. Box 242, BROADCASTING.

**Operator—first class.** New station, 250 watts. $1.00 per hour. Good location—pleasant surroundings. Box 244, BROADCASTING.

**Staff wanted**—Station WHOB, Gardner, Massachusetts, 250 watts unlimited time going on air December 15th wants good program-production manager, three announcer-operators, three first class transmitter operators. Write stating qualifications, experience and salary desired to J. Gordon Keyworth, General Manager, Colonial Hotel, Gardner, Mass.

**Radio's Reliable Resources,** Box 413, Philadelphia, seeks representatives who regularly call on the trade, to handle our service on commission.

**5000 watt** CBS affiliate has opening for experienced announcer. Must be competent and reliable. Good opportunity for the right man. Send disc, data, salary requirements with first letter to Berton Sonis, Program Director WCHS, Charleston, West Virginia.

**Announcers**—No experience necessary. Radio school training in announcing and copy writing. $25 per week. Give full details first letter. Box 245, BROADCASTING.

**Newscaster**—Excellent opportunity for thoroughly experienced reporter, writer, editor with good voice. Apply Bill Gold, WINX, Washington, D. C.

**Engineers**—New 1000 watt daytime station opening early in December needs chief engineer and assistant engineer with first class licenses. WCPS, Tarboro, N. C.

**Wanted:** Transmitter engineer who is interested in permanent connection; no announcing. Wire or write WMSL, Decatur, Ala.

**Experienced**—We need an all-round man to announce, write some copy and do program work. We'll pay $1 per hour. Should have one year's experience. Box 246, BROADCASTING.

## Help Wanted (Cont'd.)

**There's a new baby** at our house! And are we proud! Texas Gulf Coast's new 250 watt AM at Port Arthur, Texas. This is your invitation to join our family—an organization headed by young people with ambitious plans. We want baby's attendants to be the best. You don't have to be "Butch" to mind this baby but if you're as versatile, alert, far-sighted, imaginative and aggressive as "Butch" it will help. Tell about yourself in first letter—we'll do the same. Announcers send audition disc. No phone calls, no wires. Join the family and grow with our new baby! Write Socs Vratis, Port Arthur Broadcasting Co., Box 1449, Beaumont, Texas.

**Intelligent, capable** secretary-receptionist, handle traffic. $150 start. Paul McAdam, Livingston, Mont.

**Wanted:** Two inexperienced G. I.'s with first class license who wish to learn broadcasting business. If you have a first class radio telephone license and lack experience, here's your opportunity. Write T. K. Vassey, Box 659, Dublin, Georgia.

**Wanted**—Program director, announcers, salesmen, engineers for new station opening in December. Give full particulars including experience, references, starting date, salary expected. Kenneth McClure, WCAW, Charleston, W. Virginia.

**Combination** announcer-operator. Good man or willing learn, send complete information air mail, KDFN, Casper, Wyoming.

**Rush.** Need continuity writer and announcers for new West Texas station. Contact Trigg or Braue c/o KROD, El Paso, Texas.

**Announcer,** south Georgia progressive 250 watter with 5,000 watt permit. Must have experience. $50 for 42 hours with overtime if desired. Send letter and transcription to Program Director, WGOV, Valdosta, Georgia.

**Urgent openings:**—Announcers with 1st class tickets both U.S. and overseas. RRR (Employment Agency), Box 413, Philadelphia.

**Operator**—First class, announcing experience desirable. State experience, training, salary, full details first letter to KPFA, Helena, Montana.

**Complete staff** for 250 watt local station opening in Great Falls, Montana about November 23rd. Need 4 combination operator-announcers, one must be capable handling sports, 1 girl to act as receptionist, handle front office, write some copy, supervise traffic. 1 announcer capable writing good copy and sportscasting. Write complete letter of training, experience, snapshot, send audition to Manager, Great Falls Broadcasting Company, Park Hotel, Great Falls, Montana.

**Engineer**—Preferably single veteran for morning transmitter shift, conduct one hour farm program. 40 hours, write, wire, or call collect WNCA, Asheville, N. C.

**Announcer** with first class license. $60 for 40 hour week. Fare refunded at end of year's service. Send photo and audition disk with first letter. KTOH, Lihue, Hawaii.

**The daily newspapers** of Fort Smith, Arkansas, have a CP for 1 kw and 180 kw-FM. Fort Smith is in the Ozarks country where living is at its best—where people are happy. Needed, as soon as possible, an engineer who can help construct our stations and stay here to operate them. Give experience, salary expected, references, first letter. Jay Anderson, Box 88, Fort Smith, Arkansas.

**Two experienced,** versatile announcers. Excellent opportunity for advancement with new rapidly growing organization. Write fully giving background and salary requirements. A. B. Robinson, P.O. Box 309, Jackson, Tennessee.

**Wanted—Asst. manager-program director for 250 watt daytime progressive Georgia town. Opening soon. Monthly salary plus commission for right man.** Box 689, Thomaston, Georgia.

## Help Wanted (Cont'd.)

**Have opening** for first class engineer, or combination man with first license. WMJM, Cordele, Georgia.

**Commercial manager:** One station market on MBS. Commission and drawing account. Send Photo, qualifications, WSSV, Petersburg, Virginia.

**Operator** with first class phone license, forty dollars for first forty hours. State experience, marital status, full details first letter. Chief Engineer, WKAY, Glasgow, Ky.

**Salesman** wanted for most progressive station in Washington, D. C. area. Prefer single man who wants to learn how to make real money by working with radio sales expert. Fair salary plus commission. Personal interview will be arranged if details in your first letter are considered satisfactory. Box 256, BROADCASTING.

**Veterans attention**—General manager with seventeen years experience wants five veterans to invest in new station location not yet set. Have ninety percent of equipment needed. Do not waste my time and yours if you are not tops and mean business. Box 255, BROADCASTING.

## Situations Wanted

**Station manager:** Desires position in middlewest. Experience includes 250 w and 50,000 w stations. If given full authority can assure increased sales and smooth operation. Highest recommendations. Will accept moderate income to start if can make agreeable and pleasant connection. Personal interview will convince you of my capabilities. Box 210, BROADCASTING.

**General manager,** with family, has resigned present position. His reputation based on intensive, aggressive activity in sales, promotion and management. Now supervises one existing station and three pending applications. Has made existing station one of nation's better small watters, according to trade executives. Interested in managing one or more stations with full authority, written contract, salary plus bonus. Will purchase interest. Outstanding business and personal references. Write full details, he will arrange interview at his expense. Box 216, BROADCASTING.

**Announcer,** university graduate, seeks position assisting production director. All-round radio background. Photo, details, transcription on request. Box 219, BROADCASTING.

**Experienced program director**—familiar with all phases station operation. Interested midwestern station. Box 226, BROADCASTING.

**Give girl** a break! Experienced, versatile, attractive, refined! Wish staff position, with or without investment, in new or expanding station, Intermountain or West Coast. College degree. Graduate drama and N. Y. radio school. Three years' experience network and small stations. Announcer, narrator, storyteller. News, women's, public-service and children's programs. Good voice, good to look at, good all-round radio girl. Available now. Box 227, BROADCASTING.

**News editor**—pre-war quality and experience seeks station offering real incentive to capable, hard-working young man. Box 231, BROADCASTING.

**Versatile announcer**—veteran under 30. Ambitious, reliable, conscientious. Graduate of nationally accredited radio college. Trained in all phases of broadcasting. Can write. Disc and photo available. Box 232, BROADCASTING.

**If experience plus** showmanship count—listen! I have 7 years all phases commercial announcing, audience, childrens shows, newscasting, production. Highly recommended. Proven versatility. Voice, background, excellent. Family man, 29. Qualifications, photo, transcription available. Want steady opportunity with enterprising station located in smaller, pleasant city. Box 234, BROADCASTING.

**Top flight** disc jockey and newscaster now available. Just left 50 kw station. 8 years experience handling all types announcing assignments and emcee. Salary $75 plus talent. Box 236, BROADCASTING.

**News director** with seven years all-inclusive newspaper and radio background available to station wanting top flight news room and special events department. Now with eastern metropolitan station. Box 237, BROADCASTING.

**Promotion-publicity man,** and general sales executive, 25 years radio & newspaper, merchandising, million ideas. Vet-I & II, 48, married, available January 1. Box 240, BROADCASTING.

## Situations Wanted (Cont'd.)

**Woman announcer,** continuity writer. Available immediately. College graduate with 18 months experience handling women's programs, record shows, newscasts, writing copy, etc. Box 243, BROADCASTING.

**Veteran**—Desires to break into radio as announcer. Have word of Washington radiomen that I have definitely good possibilities. Good voice, intelligent, good appearance and lead steady life. Unmarried, 25. If you want to aid in the development of a good announcer to your own advantage write Box 249, BROADCASTING.

**Station manager.** Capable radio engineer, successful sales and management record, wants to create own opportunity in new or established station. Resume on request. Box 250, BROADCASTING.

**Transmitter** or studio engineer, first class telephone and telegraph. Six years varied commercial experience, including broadcasting with responsibility. Prefer New England or upstate New York. Box 251, BROADCASTING.

**Engineer**—Telephone first, telegraph second. Ex-merchant marine operator two years; no broadcast experience. Ambition and enthusiasm will make up for lack of experience. Married, 29, two daughters. Conscientious and reliable. William Dailey, 92 Stonecrest Dr., Bristol, Conn.

**Announcer. Veteran.** Graduate nationally recognized training station operated on station policy. Pleasant voice and personality. Disc available. Jimmie Poner, 714 E. Chevy Chase, Glendale 5, Calif.

**Newscaster,** special events, program-production director. Permanent position required with aggressive station. Now employed major basic NBC affiliate. Good reason for desiring to leave. No drifter. Stable. Capable. Energetic. Age 28. Transcription and photo on request. Box 258, BROADCASTING.

**Experienced,** capable and dependable radio news editor. Can handle news, sports or special events. Excellent references, audition disc and photos available. Veteran. Box 257, BROADCASTING.

**Young man**—Willing to learn and get training in announcing on some small station. South or middlewest preferred. Two years high school education, age 26 years and not a veteran. Available immediately. Write Box 254, BROADCASTING.

**RADIO TIME SALESMEN WANTED**

**Growing New York independent station is interested in radio time salesmen now actively selling in New York City. This is an appeal to men eager to make a change for more money and association with progressive management. Reply in full. Stress agency and market contacts. Accompany letter with photograph. All negotiations confidential.**
**Box 233, BROADCASTING**

***STATION MANAGERS—***

**Have your own Washington correspondent. News of the Washington scene, transcribed, air expressed weekly. North Atlantic, southwest and west coast. On spot reports, interviews by veteran network newsman.**

***BOX 253, BROADCASTING***

**Midwestern organization seeks two script writers to fit into its public relations department program. One of them should be capable of assuming executive directorship of established radio schedule. Positions being held for World War II veterans. Submit material you have written with reply. Address Box 235, BROADCASTING.**

## NAB Expansion

(Continued from page 16)

nder its new director, Richard Doherty. He is aided by Ivar H. eterson, who has been at NAB lmost a year, and they soon will ave the services of an experi-nced analyst from a government gency.

The Legal Dept. now consists of Don Petty, general counsel, and his assistant, Bryce Rea Jr. Addition of a third attorney is in the works. Dept. of Broadcast Advertising, under Frank E. Pellegrin, was stepped up a year ago and requires no immediate expansion.

Research and Engineering branches of NAB have met demands for more service and surveys of essential industry operations, but both are operating with skeleton staffs. Kenneth H. Baker, research director, has conducted a long series of industry analyses with insufficient personnel and antiquated equipment. James L. Middlebrooks, who joins ABC network this month, has outlined a new set of Engineering Dept. functions to keep pace with technical advances and allocation problems.

C. E. Arney Jr., secretary-treasurer, and Everett Revercomb, auditor, are operating just as they did at the beginning of the decade. Mr. Arney has been promised an assistant and Mr. Revercomb may get more help.

New unit, soon to be organized, will be the Program Dept. Under present plans this department may become one of the more important units in the NAB, with separate divisions covering special forms of programming such as farm broadcasts, news and other types. The department will probably have a director, assistant and secretarial help at the beginning.

### New Building

Another important department, covering television, is in the planning stage, and when facsimile gets into commercial operation still another department will be required.

When NAB moves into its new building across N street in Washington next month or early in 1947, it will have adequate office facilities for the present staff and any additions in the near future. Cost of repairs and refitting may exceed $50,000 but the structure is soundly built. Original cost was a little over $200,000. Acquisition of printing and reproduction equipment to handle more of the enormous volume of publications turned out by the association is being considered. Basement space is available for this operation.

Heavier loads are being placed on the information, public relations, and special services departments, along with listener activity in New York and the West Coast office as they keep pace with growth of the industry.


### For Sale

50 watt transmitter and station equipment including consolette, ground antenna, pick-ups, turn tables, and etc. Reasonable. Box 247, BROADCASTING.

FM broadcasters! This is your opportunity! For immediate delivery a slightly used 250 watt FM transmitter with one set of operating tubes and one set of spare tubes at a bargain price of $3,000 cash. Duplication of order reason for sale. Inspection invited. Box 248, BROADCASTING.

Model CGS-250G Temco 250 watt transmitter, complete, new, in original factory carton, with two sets tubes, conversation for commercial broadcast if necessary. Immediate shipment. Houston Radio Supply Co., Inc., Clay at LaBranch, Houston, Texas.

250 watt RCA transmitter two crystals 1490 kc available immediately with 32,000 feet No. 8 MHD new copper wire. One deal $3,200.00. FM Radio & Television Corp., Riverside, California.

1 Western Electric 3-1/3 turntables, Model 1003-A. Perfect condition; 3 turn 21A Dynamic Mikes. Box 239, BROADCASTING.

500 watt WE transmitter now in use $9,000.00. Gates 30 console $850.00. Both available 45 days. FM Radio & Television Corp., Riverside, California.

For Sale: Gates 30 console complete $899.50; Gates dynamote complete $198.50; 2 RCA MI-4856 pickup heads, arms, and filters $90.00 each; 3 RCA MI-4856 pickup heads only, $30.00 each; 2 Audak pickup heads, arms, and filters, $75.00 each; 1 Audak head and arm type D-2-E, $45.00; SX-28 Hallicrafters receivers $179.50; NC-100-KA National receiver complete with speaker, $140.00; General Radio 377B signal generator $120.00; Clough Brengle 79D audio signal generator $89.50; Clough Brengle oscilloscope 127 unilateral frequency modulator $125.50; 3 Eimac 4-125-A tubes, new $20.00 each; Western Electric coaxial antenna adjusted for 43.2 mc, $60.00; 2 coaxial cables 115 feet 3/8" $23.00 each; 63 feet 7/8" flexible coaxial cable $25.20. Priced FOB Washington, D. C. Write Chief Engineer, WINX Broadcasting Company, Washington, D.C.

### Wanted to Buy

Wanted—1 kw transmitter in satisfactory condition. Also tower. Advise best cash price. Box 252, BROADCASTING.

Wire recorder, immediate delivery. Radio Recording Studios, 1328 NW 23rd Street, Oklahoma City, Okla.

250 watt transmitter, immediate delivery, good condition. Wire collect Box 262, Livingston, Montana.

### Miscellaneous

Jockey's comedy collection, $2.00. Fleinman, 25-31-T 30th Rd., Astoria 2, N. Y.

**Chief Producer** to head five-man production staff of 50,000 watt network station in important Eastern Seabord city. Here's an opportunity to assume major responsibility for production of a variety of network-calibre local shows, plus occasional network organizations. Only the man who is an experienced director and radio writer can qualify. An exstensive background in advertising and commercial radio is also an important consideration. The job carries an executive salary, and offers unusual opportunities for advancement. Send complete information and photograph to Box 259, BROADCASTING.


## Shontex Switches

SHONTEX Corp., Los Angeles (hair conditioner and shampoo), Dec. 21 starts for 52 weeks *Mystery Is My Hobby* on 26 NBC western stations, Saturday 9-9:30 p. m. (PST), switching from Don Lee network. Agency is Robert B. Raisbeck Adv., Hollywood.

**BUD POWELL** and **FRANK BOND** have joined the announcing staff of CKOV Kelowna, B. C.

# *Both Sides File Proposals in Dispute Over Newspaper's FM Qualifications*

DISPUTE between the New York *Daily News* and the American Jewish Congress over the *News'* qualifications to operate an FM station [BROADCASTING, Oct. 7] were renewed last week in proposals filed with the FCC by both organizations.

AJC reiterated its charges that the *News* showed bias in handling stories on minority groups, particularly Jews and Negroes; reviewed the findings of a newspaper content-analysis project conducted under its auspices, and once again asked the Commission to deny the *News'* FM application.

The *News* submitted a new motion to eliminate from the FM record all evidence regarding newspaper content. To receive or consider such evidence in passing upon a radio application, the motion declared, violates (1) the First Amendment of the Constitution, which forbids abridgement of freedom of speech or of the press, and (2) sections of the Communications Act withholding the power of censorship from the Commission.

The *News* also argued that AJC, although not a party to the case, was allowed to appear "without the restrictions as to notice and other safeguards" required by the Fifth Amendment, the Communications Act, and FCC rules; that AJC witnesses were not qualified, and that the *News* was subjected to great expense in having to combat "unauthenticated figures and conclusions" which were "completely inaccurate and untrustworthy."

In proposed findings, filed at the instruction of FCC, the *News* again challenged the propriety of considering newspaper content in a radio proceeding, but undertook to answer and discredit the claims, declaring that the charge of bias "is untrue."

"On the contrary, throughout its history, the *News* has been and is an outstanding and outspoken advocate of racial and religious tolerance and equality and a most vigorous opponent of discrimination against racial and religious minorities," the newspaper declared in its 92-page brief.

AJC's proposal also requested by the Commission, went to approximately the same length in presenting its side. Because of the "necessarily limited access to broadcasting," AJC contended, "a genuine freedom of the air cannot be achieved through the device of a free market." Government regulations, it asserted, "can and must be made a vehicle for the achievement of that freedom."

Insisting that FCC must make "careful selection" of licensees, the Congress declared that "the criteria of selection cannot be limited to technical and financial qualifications. A responsible treatment of news and a lack of racial and religious bias are the minimum requirements to be met by an applicant."

The *News* is one of 17 applicants for five Class B FM channels now available in New York. Its motion and findings were filed by the Washington law firm of Kirkland, Fleming, Green, Martin & Ellis. AJC's proposals were submitted by Will Maslow, Congress counsel.

## Ralston Replacing

RALSTON-PURINA Co., St. Louis, will replace *Checkerboard Jamboree*, 12-1 p.m. (CST) MBS with a 15-minute Monday through Friday series effective Jan. 6. The new program, a quarter hour of folk music, will be heard over substantially the same number of MBS stations as *Checkerboard Jamboree*. Mutual announced it will be broadcast at the noon hour in different time zones and again will originate from the studios of WSIX Nashville where it is piped to WGRC Louisville for the Mutual hook-up. Gardner Adv., St. Louis, has set Monday, Wednesday and Friday sponsorship for the Purina Feed Division, with Ralston Cereal Division sponsoring the Tuesday and Thursday programs. Title and talent of replacement has not been decided.


**NOW YOU CAN**

**INCREASE**

**YOUR EARNING POWER IN RADIO!**

Unless you have had specialized training in radio, under expert guidance—you may not have capitalized completely on your talent. Now is the time—with more and more people coming into radio—to develop your capacities to the fullest degree.

*Betty Wason, former war correspondent for CBS: "Your course is a provocative beginning for the novice in radio, and an excellent brush-up for those who want to acquire a smoother technique. . . ."*

**The National Academy of Broadcasting—oldest school in America teaching broadcasting techniques—offers a complete course of study, including announcing, acting, script-writing, etc. Under the direction of Alice Keith, nationally famous author and educator. GI accredited.**

★

*Address inquiries to:*
**NATIONAL ACADEMY OF BROADCASTING**
*1366 Irving St., N.W., Dept. 108, Washington 10, D. C.*

NATIONAL ACADEMY OF BROADCASTING, INC. NAOB

## WOKO Frequency Seekers Are United

### Three Firms Combined To Try for 1460 kc

CONSOLIDATION of stockholders in three companies seeking WOKO Albany 1460 kc frequency into a single company was revealed last week, as FCC conducted a hearing on the application.

The Commission's denial of license renewal to WOKO is now before the Supreme Court (see story page 32), whose decision will determine whether or not 1460 kc is available for assignment to another station there.

Van Curler Broadcasting Corp., requesting 1460 kc with 5 kw fulltime for a new Albany station, is the only remaining applicant of three which had applied for the WOKO assignment [BROADCASTING, Feb. 25]. Under a reorganization, it now includes some of the leading stockholders of both the other applicants, Albany and Fort Orange Broadcasting companies.

**Farley President**

William W. Farley, Albany real estate man and one of the original Van Curler stockholders, is president and owns 4% interest under the revised ownership plan. Samuel Rosen, New York theatre executive, also in the original group, is treasurer and owns 21%.

Among the leaders of the Albany and Fort Orange firms included in Van Curler's present 20 stockholders are Eugene J. Fitzpatrick, editor of *Papermakers Journal*, house organ of the International Brotherhood of Papermakers (AFL), and Edward J. Reilly, Albany merchant, who both formerly were stockholders in Albany Broadcasting, now vice presidents of Van Curler with stock interests of 4 and 3% respectively; and Samuel Aronowitz, Albany attorney, former Fort Orange Broadcasting stockholder, now secretary and owner of 10% interest in Van Curler.

Last week's hearing on the application inquired into qualifications, program plans, etc., with particular reference to the amount of interference, if any, which would result between the proposed 5-kw operation and the WHEC Rochester current use of 1460 kc with 5 kw. (WOKO operates with 1 kw day and 500 w night.) John P. Southmayd of the Washington law firm of Fisher & Wayland is counsel for Van Curler.

WHEC's application for 5 kw originally was set for hearing in the same proceeding but subsequently was granted without hearing [BROADCASTING, March 11].

## Now Representative

BEN BEZOFF, assistant station manager of KMYR Denver, has been elected to the Colorado State Legislature as Representative.

HUNTING in South Dakota provided relaxation recently for (l to r): William B. Quarton, WMT Cedar Rapids general manager; William B. Dolph, executive vice president, American Broadcasting Stations Inc., Washington, D. C.; R. J. McElroy, WMT account executive; Don E. Inman, commercial manager, WNAX Yankton, S. D.; H. T. Enns Jr., national sales manager, Cowles Broadcasting Co.; C. E. Hooper; James H. Allen, WNAX promotion manager.

# NAB Will Keep Its Hands Off When Clear Hearings Resume

NAB will maintain a strict hands-off policy when the FCC resumes hearings early next year in the long-pending clear channel study. This stand was made clear last week by President Justin Miller after Edwin W. Craig, WSM Nashville and president of Clear Channel Broadcasting Service, had notified him in plain language that CCBS expected NAB to mind its own business.

The Craig warning reminded of an unnamed past incident involving conflicting intra-industry interests during which NAB took a stand against the clear channel group. Mr. Craig concluded his letter with this statement, "We do not wish to again find NAB in support of any group or individual in their efforts to break down Clear Channel broadcasting, and we feel that this advance notice should serve to avoid it."

CCBS, it was recalled, protested participation of NAB in the NARBA hearings last February when T. A. M. Craven, Cowles stations, NAB director-at-large for regional stations, took an active role as an NAB observer. Threats were heard at the time that clears might pull out of the trade association. The subject came before the NAB board meeting last May.

President Miller, replying to Mr. Craig, said NAB had no intention of favoring any industry segment in a controversy. He said such matters should be left to the board of directors, with all affected segments having a chance to speak.

Text of Mr. Craig's letter follows:

On another occasion when there were conflicting interests between certain classes of stations within the membership, the National Association of Broadcasters took affirmative action against the interest of one of its segments, viz., the Clear Channel Group.

At this time there is another question of vital interest before the industry, and also before the FCC. By their very nature, the proposals made by the Clear Channel Broadcasting Service have produced controversy within the industry.

This is to express the hope that neither NAB, any of its Officers, its Board of Directors, or any one having a remote claim to represent the NAB, be permitted to record the association as in opposition to our plans. We do not wish to again find NAB in support of any group or individual in their efforts to break down clear channel broadcasting, and we feel that this advance notice should serve to avoid it.

President Miller's reply follows:

This will acknowledge receipt of your letter of Nov. 5, 1946. My idea of the function of NAB is that it shall provide a place where all segments of the industry may come together to discuss common interests, to establish areas of agreement and to work toward common ends. When the time comes that one segment of the industry is lined up against another, then, as a matter of general principle, I would say that NAB should take no part in the controversy.

If in such a case one segment of the industry insists that NAB take a position, then I should say that the entire matter should be brought before the Board of Directors and all other affected segments should have an opportunity to speak, before a decision is made, and that appropriate steps should be taken, by the Board, pursuant to our Charter and By-Laws, to determine what position, if any, the NAB should take.

You are, no doubt, well aware from your long association with NAB that from time to time different members, or different groups of members, are very anxious to secure action by NAB, or to prevent such action. For example, I find upon my desk, one day, your letter urging no action with respect to the plan of the Clear Channel group, and, on another day, a letter from an FM broadcaster urging an all-out campaign to exploit FM at the expense of AM broadcasting.

You may be sure that so far as is within my power there will be no overstepping the principles set out in this letter. I shall be happy to have your continued suggestions from time to

## Cooley Enters TV

McCANN-ERICKSON Inc., New York, took its first step this week to enter the television field on a full time basis by announcing the appointment of Lee Cooley as television director for the agency. Mr. Cooley went to New York in 1939 as a producer and supervisor of daytime radio for Ruthrauff & Ryan Inc. after having been teledirector of the Don Lee television station W6XAO. As television director for McCann-Erickson Mr. Cooley will create television shows for clients desiring to enter the field on an experimental basis. He previously produced television shows for the U. S. Treasury and Lever Bros while at R&R.

## SCHOENFELD JOINS GREEN ASSOCIATES

MERRITT R. (Mac) SCHOENFELD, former assistant to E. R. Borroff, vice president and general manager of ABC Central Division, has joined Green Associates, comparatively new Chicago radio production agency, as a partner. Mr. Schoenfeld forms a partnership with two former ABC colleagues, L. G. (Lew) Green, former producer of ABC *Breakfast Club*, and E. J. (Mike) Huber, ABC advertising and sales promotion manager.

Mr. Green, who organized Green Associates early last year, was brought up in show business. He is a writer-composer-production director and has done considerable work in commercial television. Mr. Huber became associated with Mr. Green only a few months ago. For many years he was assistant advertising manager of Kellogg Co., later with Hutchison Advertising Agency and BBDO.

Mr. Schoenfeld has been well known in the radio industry for the past 10 years. Before his association with ABC he was for six years an account executive with NBC. His last ABC appointment was as manager of Detroit operations.

A variety of packaged shows, both live and transcribed, soon will be offered for sponsorship.

## Radio Guild Asks WOR To Talk About Contract

IN A letter sent to Theodore C. Streibert, president of WOR New York, the United Office and Professional Workers of America, CIO Radio Guild, last week requested "an immediate conference for the purpose of working out the terms of a union contract." The letter also stated that the "employes . . . have selected the Radio Guild, UOPWA, CIO, as their collective bargaining agent."

Since the letter did not indicate that a majority of employes had selected the union to represent them it is considered doubtful whether the station executives will meet with union representatives.

## KSEL Principals

OWNERSHIP of KSEL Lubbock, Tex., licensed to Lubbock Bcstg. Co., is in no way connected with KFDA Amarillo, Tex., the latter one of the Nunn Stations. The incorrect listing in the 1946 AM grants [BROADCASTING, Nov. 21], was based on an original announcement Aug. 1 by the FCC that Robert Houck of KFDA was 30% owner of the new station. FCC the following week corrected its record to identify Mr. Houck with KTNM Tucumcari, N. M. [BROADCASTING, Aug. 12]. Also, in the listing WEBI Woonsocket, R. I., has been assigned new call letters, WWON and operates with 250 w fulltime on 1240 kc instead of limited time.

# *Two Conditional Grants, Nine CP's For New FM Stations Are Announced*

TWO CONDITIONAL GRANTS and nine construction permits for new FM stations were announced by FCC last week.

The conditional awards, subject to engineering approval, went to State Broadcasting Corp. (WHTD) Hartford, Conn., and Pacific Broadcasting Co., San Francisco. Both authorize Class B stations.

Pacific Broadcasting, a new firm authorized to sell stock to the public—sales restricted to California residents who are U. S. citizens—is headed by Charles A. Gibson (32.94%), real estate broker, and already has 122 stockholders, the Commission was told. All station employes will be armed service veterans.

**200,000 Shares**

The company is authorized to issue 200,000 shares of stock at $5 a share, had issued 26,386 at the time the application was filed, and planned to offer approximately 36,000 others for sale in the immediate future.

Stockholders include Walter C. Selsted (3.79%), U. of California electronics instructor, who is vice president and will be chief engineer; Bertram and Evelyn M. Pringle (9.09%), and Mr. Gibson's daughter, Patricia (3.79%), who is vice president and assistant secretary. William J. Meyerink is secretary and will be program manager. FCC's announcement said the grant is subject to "further review" as well as engineering approval.

Meanwhile, FCC announced allocation of an additional Class B channel (99.1 mc channel 256) to the San Antonio, Tex. area, bringing to nine the number tentatively allocated there.

The Commission also authorized construction permits to three FM permittees in lieu of conditions previously specified, and ordered that the application of Hollywood Community Radio Group, only one of the 14 Los Angeles area Class B FM applications not given conditional approval two weeks earlier [BROADCASTING, Nov. 4], be set for hearing in a consolidated proceeding scheduled to open Dec. 16. Other applications up for hearing at the same time are the Group's AM request for Gardens, Calif.; Huntington Broadcasting Co.'s AM application for Huntington Park, and Coast Radio Broadcasting Corp.'s for Los Angeles.

The nine applicants given construction permits (with certain conditions in each case) were as follows. Power is effective radiated power; antenna height, height above average terrain:

Beverly Hills Bcstg. Co., Beverly Hills, Calif.—Class A; 104.7 mc (channel 284); 90 w; minus 85 feet.

Lincoln Dellar, Sacramento, Calif.—Class B; 102.9 mc (channel 275); 9.3 kw; 200 feet.

American Bcstg. Co. (KGO), San Francisco, Calif.—Class B; 96.9 mc (channel 245); 1.6 kw; 1280 feet.

Augusta Chronicle Bcstg. Co., Augusta, Ga.—Class B; 94.9 mc (channel 235); 15 kw; 375 feet.

Midwest Bcstg. Co., Mount Vernon, Ill.—Class B; 100.9 mc (channel 265); 9.2 kw; 355 feet.

Corning Leader, Corning, N. Y.—Class B; 95.1 mc (channel 236); 4.2 kw; 500 feet.

High Point Enterprise, High Point, N. C.—Class B; 103.5 mc (channel 278); 13 kw; 395 feet.

Northwestern Bcstg. Co. (KVWC), Vernon, Tex.—Class B; 101.5 mc (channel 268); 8 kw; 360 feet.

R. G. LeTourneau (WRLC Toccoa, Ga.), Longview, Tex.—Class B; 102.3 mc (channel 272); 9.1 kw; 425 feet.

The following were authorized construction permits in lieu of previous conditions specified:

Daily Reports, Ontario, Calif.—Class A; 104.3 mc (channel 282); 310 w; minus 110 feet.

Southern Ill. Bcstg. Partnership (AM grantee), Carbondale, Ill.—Class B; 100.5 mc (channel 265); 3 kw; 310 feet.

WDOD Bcstg. Corp. (WDOD), Chattanooga, Tenn.—Class B; 95.3 mc (channel 237); 42 kw; 1040 feet.

## *MEANS OF DEALING WITH PRESS CITED*

MEANS to improve radio-press relations in Canada were discussed at the Nov. 13 luncheon of the Radio Executives Club of Toronto. Gerald M. Brown, manager of the Toronto office of Young & Rubicam and former public relations director of the Royal Canadian Air Force, said that if broadcasting stations would keep in mind the fact that newspapers want news, they would get better cooperation.

He gave examples of programs that had produced news worthy of front-page coverage in Canadian papers. A board of five answered questions from the audience. The panel consisted of Frank Chamberlain, Toronto publicist; Jack Walker, publisher of *Radio Vision;* R. G. Lewis, publisher of *Canadian Broadcasting;* Gordon Sinclair, Toronto radio commentator; and James Montagnes, BROADCASTING. Jim Knox, account executive of Ruthrauff & Ryan, Toronto, presided.

## Silvertone Record Club Is Organized by Sears

**SEARS, ROEBUCK & Co., Chicago, is introducing a phonograph record club, the Silvertone Record Club, which is patterned after the firm's People's Book Club. The records to be distributed by the club are being recorded and produced for Sears by Associated Muzak Corp.**

**The recordings are made on 12-inch, red vinyl plastic discs which, according to the club sponsor, retain original tone quality and permit longer playing time. Among membership privileges offered by the club is a bonus record for every four records purchased and a monthly magazine called the *Silvertone Voice,* in which new selections are described.**

CITATION from the Veterans of Foreign Wars for contributions made by WPUV Pulaski, Va., in the interest of veterans and the national welfare, is presented to Howard Imboden (l), WPUB owner, by W. M. Farmer, 9th District VFW commander. Presentation was broadcast over WPUV Monday night, Nov. 11, 7:15-7:30.

## *THREE GRANTS MADE FOR 250 W OUTLETS*

GRANTS for three new 250-w AM stations—two for North Carolina and one for Alabama—were announced by FCC last Thursday.

Construction costs totalling more than $40,000 are anticipated in the plans of the three grantee firms.

Authorizations were as follows:

Dothan, Ala.—Houston Broadcasters. 1450 kc, 250 w, fulltime. Partnership: Jess M. Swicegood, general manager of WKPT Kingsport, Tenn., former manager of the Woodruff stations in Georgia and of WAGA Atlanta; J. P. Burnett, WKPT announcer and salesman; Lola C. Robinson. Granted Nov. 14.

Monroe, N. C.—Union Broadcasting Co. 1060 kc, 250 w, day only. Partnership: J. Ray Shute, Monroe real estate man, president Municipal Airport, author, former state senator (63%); Olin B. Sikes, executive vice president American Bank & Trust Co. of Monroe (24%); James S. Beaty Jr., manager and owner 25% interest in WRHI Rock Hill, S. C. (24%). Granted Nov. 14.

Statesville, N. C.—Statesville Broadcasting Co. 1400 kc, 250 w, fulltime. Firm owned by large number of business and professional men of Statesville area, headed by Dr. J. W. Davis. Granted Nov. 14.

## Radio Receivers in 19 Of 20 N. J. Farm Homes

NINETEEN out of every 20 farms in New Jersey are equipped with radio receivers, according to the U. S. Census Bureau's nationwide farm census taken as of Jan. 1, 1945. The Bureau found that 24,320 out of 25,810 occupied New Jersey farms had at least one receiver, with 13,842 having telephones and 23,884 electricity. Main crops in 1944 were poultry, dairy products and vegetables.

In New York 131,783 out of 143,822 occupied farms had radios, amounting to 91.6%, with 78,484 having telephones and 122,821 having electricity. Main crops were dairy products, poultry and field crops.

## RCA Renews Contract

RADIO CORP. OF AMERICA, New York, on Nov. 24 for 13 weeks renews the *RCA-Victor Show* on NBC, Sundays 2-2:30 p.m. Agency is J. Walter Thompson Co., New York.

## Dyke Tells Progress Of Work at NBC Meet

NILES TRAMMELL, president of NBC, presided at the quarterly meeting last Thursday of the NBC Stations Planning and Advisory Committee in New York.

Brig. Gen. Ken R. Dyke, vice president in charge of broadcast standards and practices, spoke on the progress of his work since returning to NBC. A demonstration of audience reaction tests recently conducted under the Horace Schwerin System was supervised at the meeting by NBC Director of Research Hugh M. Beville Jr.

Present at the quarterly session were: Clair R. McCollough, general manager of the Mason-Dixon Radio Group, owners of WGAL Lancaster, Pa.; Campbell Arnoux, general manager of WTAR Norfolk; Nathan Lord, manager of WAVE Louisville; Harold Wheelahan, manager of WSMB New Orleans; Walter Damm, vice president and general manager of radio at the *Milwaukee Journal Co.,* owners of WTMJ Milwaukee; William B. Way, manager of KVOO Tulsa; and Karl O. Wyler, manager of KTSM El Paso.

## New Washington Station Application Is on File

APPLICATION for a new 5-kw daytime station on 890 kc in Washington, D. C., was filed with FCC last week by W.A.S.H. Broadcasting Co., principally owned by Dr. Richard R. Hutcheson, director of the Washington Speech Academy. Dr. Hutcheson owns 53.33% interest and York Wilson, Washington business consultant, owns 45.33%.

The application requests the same assignment sought by Theodore Granik, Washington FM grantee, and Chesapeake Broadcasting Co., unsuccessful applicant for a Washington FM station. A hearing on the Granik-Chesapeake AM applications was conducted last week. W.A.S.H. was not admitted for comparative consideration, presumably because its application was filed only a few days before the hearing was scheduled.

## ISC Stipulation

INTERNATIONAL SILVER Co., Meriden, Conn., has stipulated with Federal Trade Commission that it will cease and desist from advertising and selling "Royal Danish" silverware without revealing that it is of American design, origin and manufacture, FTC announced Thursday. Under terms of the stipulation International Silver agrees, said FTC, that silverware not produced in Denmark but bearing the designation "Royal Danish" or any other designation containing the word "Danish" will be stamped with the letters "U.S.A." Firm also stipulated, FTC added, that in advertising when the words "Royal Danish" are used, the term "Made in U.S.A." will be included.

# KSFT Principals Purchasing KOKO

### Total of Four Deals Given FCC Approval Thursday

FCC APPROVAL of the $25,950 sale of 96.3% interest in KOKO La Junta, Colo. to the principal owners of KSFT, new station at Trinidad, Colo., was announced by the Commission last Thursday.

The transfer was one of four given approval. The others involved no transfer of actual control. One, reorganization of WJOB Hammond, Ind., involving a consideration reported by FCC at $150,000, brought a vote for hearing from Comr. C. J. Durr.

New owners of KOKO, a 250-w fulltime station on 1400 kc, are 14 stockholders with a 91.6% aggregate interest in KSFT including KSFT General Manager Stanley N. Schultz, who will also manage KOKO. Sellers are Leonard E. Wilson, general manager; Elizabeth M. Wilson, O. C. Samuel and Charles F. Wilson.

The WJOB Hammond, Ind. assignment is from a partnership to a corporation with four minority stockholders added [BROADCASTING, May 27]. O. E. Richardson, Fred L. Adair, and Robert C. Adair, owners of Radio Station WJOB, licensee, retain control of the new licensee, South Shore Broadcasting Corp., with revised stock interests.

The WJOB holdings of Mr. Richardson, who with Robert Adair owns WASK Lafayette, are reduced from 50 to 35%; those of Fred Adair are cut from 40 to 9%, while Robert Adair's increase from 10 to 26%. Four employes are added to the ownership list—Frank Reynolds, Elmer Herkimer, and L. B. Weller have 8% each, and Stanley Strasburg has 6%. WJOB is on 1230 kc with 250 w fulltime.

FCC said the reorganization involved assignment of license and tangible assets (net book value $10,000) to South Shore in exchange for 7,000 shares of no-par stock with a stated value of $70,000, and $80,000 face-value debenture bonds, or a total consideration of $150,000.

Other assignments include reorganization of Lebanon Broadcasting Co., permittee of WLBR Lebanon, Pa., from a two-man partnership to a corporation of the same name and owned by three men in equal shares. Lester P. Etter and H. Raymond Stadiem, original partners, own one-third each, with a similar interest now held by Eugene Silverstein. WLBR is assigned 1270 kc with 1 kw, daytime only.

The licensee of WDUK Durham, N. C. (1310 kc, 1 kw, day) also was reorganized from a partnership (Radio Station WDUK) to a corporation (WDUK Inc.), with ownership unchanged. W. H. Lancaster Jr., W. W. Couch Jr., and S. H. Campbell Jr. own 33⅓% each.

HAPPY EXPRESSIONS of Branch Rickey (r), president of the Brooklyn Dodgers and Frank Stanton, CBS president, mean "dem bums" are going into television. CBS now has exclusive video rights to all the Dodgers' games.

## Ask Industry Comment On New Citizens Service

DETAILED public notice was released by FCC last week announcing Commission's desire to secure cooperation of manufacturers and others in preparing technical requirements for equipment to be used in the new citizens radiocommunications service. Including outline of technical requirements for the service, notice stated that comments and suggestions should be forwarded to the Commission before Dec. 31 along with requests for consultation appointments. Such meetings and information would lead to adoption of standards and regulatory procedure for the citizen's service, which will use facilities in 460-470 mc band.

FCC noted that possible uses of new service are "as broad as the imagination of the public and the ingenuity of equipment manufacturers can devise." The Commission said that it intends to keep to a minimum its rules and regulations and will rely upon the 10,000 kc-band width to provide reasonably interference-free operation in most parts of the U. S. Voluntary self-regulation in certain congested areas is foreseen.

## Novik Named

MORRIS S. NOVIK, public service consultant to broadcasters and former manager of WNYC New York, city-owned station, has been appointed executive secretary of National Association of Educational Broadcasters, group comprising university, municipal and similar civic stations. Mr. Novik said that he had accepted the post on a temporary basis in order to help NAEB increase its membership among educational groups now starting FM stations, secure sufficient financial support to permit it to function on a full-time basis with permanent headquarters in Washington where it can maintain contact with the FCC, Office of Education etc. Group in past has functioned mainly through annual meetings.

## *FCC DENIES WJJD'S FULLTIME REQUEST*

WJJD Chicago's application for fulltime use of the 1160 kc channel with 50 kw [BROADCASTING, Oct. 28] was returned by FCC last week on grounds that it proposed a violation of Rules, Sec. 3.25(a) regarding clear channel stations.

WJJD now uses 1160 kc with 50 kw on a limited-time basis, protecting KSL Salt Lake City, dominant station on the clear channel. The Chicago station is owned by Marshall Field, owner of WSAI Cincinnati, KOIN Portland, and KJR Seattle, and publisher of the *Chicago Sun* and *PM*. It received a grant to increase from 20 to 50 kw, limited to Salt Lake City, last spring [BROADCASTING, April 22].

## WXLI Reactivated

EQUIPMENT of the Navy radio station at Guam, KU5Q, has been turned over to Armed Forces Radio Service for the operation of the AFRS station at Guam, WXLI. KU5Q, used extensively throughout the war in the Central Pacific, and as a relay station for occupation forces broadcasts, was recommissioned following atomic Test Baker. The Navy has now reactivated WXLI by turning over its equipment to the AFRS station. Until service personnel could be assigned to the station, Army and Navy personnel stationed at Guam gave their spare time to running the studios.

## Electro Firm Forms

RALPH POWELL, former sales manager of Presto Recording Corp., has formed R. C. Powell & Co., a development and marketing firm for electro-mechanical products, located at 57 William St., New York. Among first products announced is Powell Wire Recorder.

## WKRC MAGAZINE

### Monthly Two-Color Offset Job Praised by CBS

"KEY NOTES," monthly merchandising magazine published by WKRC Cincinnati, has won for Joel Stovall, station promotion director, praise from CBS. It is "one of the most attractive pieces of its kind we've seen," CBS said in a general release to network stations.

A two-color offset job, "Key Notes" is profusely illustrated. Featuring both national and local programs and products, it provides station-dealer tie-in. Tie-in distribution has been obtained through 1,060 retail food and drug stores to 55,000 point-of-sales customers.

"Key Notes" was started as a four-page "give-away," but the size is to be increased to eight pages. Sample copies are available from Joel Stovall at WKRC.

## Hempstead FM Station Construction Underway

CONSTRUCTION has begun on a transmitter building and antenna tower for WHNY Hempstead, Long Island, an FM station. The site was leased to Elias I. Godofsky, permittee of the station, by the Village of Hempstead for 21 years.

Mr. Godofsky was formerly president and general manager of WLIB New York and WCNW Brooklyn. He is also an applicant for a 250 w daytime Hempstead station on 1090 kc. Approved by CPA, the building will be of steel, aluminum and cinder blocks. The 240-foot tower for two square loop antennas will be built by Blaw-Knox. Federal Telephone and Radio Corp. will supply antenna and transmitter. Other equipment will be RCA and Collins. Dr. Frank Kear is consulting engineer; Ben Adler, facilities engineer; Fred A. Semmens, studio design engineer. Harold Carlson is the architect.

## FOOD NEED HITS AUSTRIA RADIO

### Station Executives and Staffs Would Appreciate Assistance, CARE Official Writes

PLIGHT of some Austrian broadcasters who are having great difficulty in getting sufficient food has been directed to the attention of Frank Mason, former NBC vice president, by Columba P. Murray Jr., deputy chief of the CARE mission to Austria.

Writing from Innsbruck, in the Tirol section of Austria, where he had been sent on an inspection trip for CARE, Mr. Murray pointed out that throughout Austria the need for such ordinary necessities of life as food is great, and radio station personnel suffers along with the rest of the populace.

Mr. Murray referred specifically to Dr. Arthur von Schuschnigg, managing director of Radio Innsbruck and brother of the former Austrian chancellor. "I am taking this liberty to pass on to you," Mr. Murray said, "the information that were Dr. Schuschnigg and his family, or the members of his staff and their families, fortunate enough to be the recipients of CARE food packages, they would be eternally grateful to you, or to NBC, or the NAB, or whatever donor that would send them a package."

Explaining that he was writing without the knowledge of Dr. Schuschnigg, Mr. Murray said that he merely wished to call to the attention of the radio industry in the U. S. the plight of some radio executives and personnel in Austria and that his letter was not intended to try to stimulate sales of CARE food packages. He pointed out that the food packages may be paid only in dollar instruments at the office of CARE, 50 Broad St., New York.

# Pulliam Acquires Papers in Arizona

### WAOV-WIRE Head Enlarges Press Ownership

EUGENE C. PULLIAM, president of WIRE Indianapolis and WAOV Vincennes and publisher of the *Indianapolis Star* and other Indiana newspapers, has acquired the *Arizona Republic* and *Phoenix Gazette* at Phoenix, where he formerly was a stockholder in KPHO.

The transaction was consummated with the Arizona Publishing Co., publisher of the two newspapers, and was announced jointly by Mr. Pulliam as president of Phoenix Newspapers Inc., the new operating company, and Charles A. Stauffer and W. W. Knorpp, chairman of the board and president, respectively, of Arizona Publishing Co. The price was not revealed.

The change of ownership, which came as a surprise to the newspapers' employes, will not affect personnel. Messrs. Stauffer and Knorpp will advise the new management during the interim period and later will retire, Mr. Stauffer after 48 years' service in the Phoenix organization and Mr. Knorpp after first association with the newspapers in 1905.

The *Republic* has the largest morning and Sunday circulation in Arizona; the *Gazette*, the largest evening circulation.

**Sought Purchase**

Mr. Pulliam said that many times in recent years he had urged Mr. Stauffer to sell him the newspapers, explaining "I want to live and work in Phoenix." Messrs. Stauffer and Knorpp, in a statement on the sale, said Mr. Pulliam's "first ambition lies in public service," as evidenced by his stations and newspapers.

N. G. Mason, the business name of Mr. Pulliam's wife, is secretary-treasurer of Phoenix Newspapers. Willard C. Worcester, general manager of Central Newspapers Inc., the operating company for Mr. Pulliam's other interests, is vice president. Sidney Myers, a stockholder, secretary-treasurer and general manager of Arizona Publishing Co., is assistant secretary-treasurer.

Mr. and Mrs. Pulliam control Central Newspapers, which acquired the *Indianapolis Star* and *Muncie Star* in 1944 for approximately $2,500,000. Other interests include the *Muncie Press*, recently acquired; the *Vincennes Sun Commercial*, affiliated with WAOV, and the *Huntington* (Ind.) *Herald Press*.

## RWG Meets Three

RADIO WRITERS GUILD is scheduled to meet early this week with officials on newswriters contracts for WOR New York, ABC and CBS. Guild already has signed contract with NBC newswriters.

IT'S TRADITIONAL in Hawaii, too, as demonstrated by Richard S. Downie, assistant manager and in charge of national sales of KPOA Honolulu. His bride is the former Marie Cooke. They were married Sept. 18.

## *POWTER IS ELECTED PRESIDENT OF ACA*

NEIL B. POWTER, Howard Smith Paper Mills Ltd., Montreal, was elected president of the Association of Canadian Advertisers at 32d annual meeting at Toronto, Nov. 13, succeeding Lou E. Phenner, Canadian Cellucotton Products, Toronto, and president of Bureau of Broadcast Measurement, Toronto.

Other officers elected are: Vice-presidents, George S. Bertram, Swift Canadian Co., Toronto; H. J. G. Jackson, Chrysler Corp. of Canada, Windsor; Lee Trenholm, Underwood Ltd., Toronto; H. T. Venning, Shirriff's Ltd., Toronto; Muriel Whitlock, Courtaulds (Canada) Ltd., Montreal. Secretary-treasurer, J. P. Lyons, Manufacturers Life Insurance Co., Toronto. Directors elected are: L. E. Phenner; Robert E. Day, Bulova Watch Co., Toronto; John W. Doherty, Imperial Oil, Toronto; J. W. Lawrence, Borden Co., Toronto; C. H. Willis, Appleford Paper Products, Toronto; J. G. Hagey, B. F. Goodrich Rubber Co., of Canada, Kitchener, Ont.; Don Bankart, Northern Electric Co., Montreal; R. Harold Smyth, Dominion Rubber Co., Toronto; A. Usher, RCA Victor, Montreal; and John Pitt, Canadian Fairbanks Morse, Toronto. Athol McQuarrie was re-appointed general manager and secretary.

Winners of ACA awards for advertising in 1946 were the late W. Howard Batten, Rapid-Grip and Batten Ltd., Toronto; T. L. Anderson, vice-president Cockfield Brown & Co., Toronto advertising agency; H. S. Van Scoyoc, Canada Cement Co., Montreal; Emile Jean, *Le Nouvelliste*, Three Rivers, Que., and affiliated CHLN Three Rivers.

## *IMN GROUP OWNERS MEET AT SALT LAKE*

OWNERS AND MANAGERS of 15 stations comprising the Intermountain Network, representing broadcasters in Utah, Idaho, Wyoming and Montana, met in Salt Lake City Nov. 14 and 15. George C. Hatch, IMN general manager, led initial discussion dealing with plans for increasing the number of regional programs for IMN affiliates in the fields of agriculture, news and public service. J. W. Knodel of Avery-Knodel Inc., and Lynn L. Meyer, IMN sales manager, discussed the network's rate structure in terms of power boosts sought by several IMN regional outlets.

Carl Haverlin, MBS vice president, addressed the group at luncheon session Nov. 15 at Hotel Utah. Also on the Friday program was a visit to IMN news facilities in Salt Lake *Tribune-Telegram* building. Engineering study of improved IMN and Mutual switching facilities to service the network also was on agenda.

## WORZ Joins NBC

WORZ Orlando, Fla., on or about Dec. 25 will affiliate with NBC as the network's 163d station. Owned by the Florida Broadcasting Co., and operating unlimited time with 1000 w on 740 kc, the station will be an optional station of the Florida group.

## Downward

KICD Spencer - Estherville, Estherville, Iowa, needed additional space, but there was no building material available to build either upward or outward. Hence, Ben B. Sanders, general manager, decided to go down. Three basement offices were added, making room for a reception room and another studio on first floor.

## RMA Groups to Study Pricing, Parts Problems

FIRST "free enterprise" meeting of radio manufacturing interests in five years will be held Dec. 10-12 at the Biltmore Hotel, New York, by the board of directors of Radio Manufacturers Assn. and several RMA divisions. Top topics will be pricing of sets, shortage of raw materials and potential wage increase demands. Some set makers have increased prices, especially on consoles, with others announcing cuts on table models.

Meetings of Set Division and Parts Division executive committee will be held Dec. 10, with section chairmen participating. Finance Committee also will meet. The board meets Dec. 11. The Set Committee's Advertising Committee will meet Dec. 12.

# *FTC Reports 'Excellent Cooperation' In Check on Transcribed Commercials*

SUPPLEMENTING commercial scripts supplied by networks and individual stations, the Federal Trade Commission has sent letters to all firms producing transcriptions containing commercials for broadcast, asking monthly submittal of typed copies of commercials, the FTC announced Thursday. Transcription firms are giving "excellent cooperation" in the postwar follow-up to obtain complete coverage of "advertisements broadcast in commercial transcriptions," said an FTC release.

**Monthly Copies**

FTC pointed out that for several years producers of transcriptions have submitted each month copies of all advertising material contained in recordings they make. The current canvass is being made to cover newcomers to the commercial transcription field since the war.

Check of commercials for broadcast is part of the Commission's "continuous survey of broadcast and published advertising in connection with its work of preventing advertisements deemed false, misleading and deceptive under provisions of the Federal Trade Commission Act," said the news release.

Independent stations furnish commercial copy twice annually, on call of the FTC, while national and regional networks send in continuities on a weekly basis. Independent stations also list the identities of recorded commercial transcriptions, although they are not asked to furnish commercial copy, said the FTC. By going to the source of commercial transcriptions FTC said it avoided duplication of effort which would be involved if individual stations were asked to provide that information.

"Included in the script sent to the Commission should be all recorded announcements, statements, representations or testimonials intended to promote the sale of any article in commerce," said the FTC release. "The material sought includes the script of spots as well as advertising built into programs. An English version of all recorded foreign language commercials should be included."

Transmittal forms for the monthly submissions are available at the FTC on request. Organizations which produce only "sustaining or entertainment recordings having no commercial objective" should so notify the FTC "to avoid unnecessary requests for the data required of commercial transcription producers," said the FTC.

# At Deadline ...

## FCC ASKS BOTH SIDES IN CIO MILWAUKEE CHARGE

FCC Friday asked WTMJ and WISN Milwaukee for statement of their side of case in protest by a Wisconsin CIO committee against alleged failure of stations to sell or give time for program dealing with seven-month Allis-Chalmers strike.

Telegrams were sent to Acting Chairman Charles R. Denny Jr. and Commissioners. CIO committee charged that stations turned down CIO requests for time and that their ownership by *Milwaukee Sentinel* (WISN) and *Milwaukee Journal* (WTMJ), which allegedly attacked union, serves to restrict free speech and discussion of public issues.

FM demonstrations planned for Nov. 19-21 meeting of San Francisco section, IRE. Agenda also includes paper on transmitter using Armstrong phase modulation, by Frank A. Gunther, v. p. of Radio Engineering Labs., N. Y.

## EIGHT AMs GRANTED

(*Continued from page 4*)

Hollywood (now KLAC), at one time operator William H. Edwards Enterprises & Artists Bureau, Indianapolis; Mrs. Pearl McPherson Patrick, wife Rep. Luther Patrick (D-Ala.), former Radio Chairman, Alabama Federation of Women's Clubs; Graydon L. Newman, attorney, former secretary to Rep. Patrick. Granted Nov. 14.

Missoula, Mont.—Western Montana Assoc. 1450 kc, 250 w, fulltime. Principals: Pat M. Goodover, minority stockholder Great Falls (Mont.) Broadcasting Co., Great Falls grantee, president, 10%; Barclay Craighead, owner 51% Great Falls Broadcasting, 25% KPFA Helena, secretary-treasurer, 10%; A. T. Hibbard, banker, businessman, minority stockholder Great Falls Broadcasting, vice president, 16%; W. H. McLeod Jr., Missoula shoe store manager, 10%; Ed B. Craney, Z-Bar Network, owner or stockholder in KGIR KXL KFPY KPFA KRBM, 22%; Louis Wasmer, owner KGA Spokane, 32%. Granted Nov. 14.

Albemarle, N. C.—Albermarle Broadcasting Co. 1010 kc, 1 kw, day only. Equal partnership: T. R. Wolfe, Albermarle auto dealer; W. E. Smith, Albemarle attorney; S. L. Myers, Concord (N. C.) hotel operator; Carl C. Aley, commercial manager WEGO Concord; R. H. Whitlow, advertising salesman. Granted Nov. 14.

Durant, Okla.—Democrat Printing Co., publishers Durant Daily Democrat, Bryan County Democrat, Durant Weekly News. 750 kc, 250 w, day only. Equal partners: R. F. Story and son, Bennett Story. Granted Nov. 14.

Stillwater, Okla.—Oklahoma A. & M. College. 840 kc, 10 kw, day only. Noncommercial. College state-owned. Granted Nov. 14.

Morrisville, Pa.—Morrisville Broadcasting Co. 1490 kc, 250 w, fulltime. Partnership: Francis E. Streit and sister, Verna S. Hardin, formerly with father in operation of amusement park. Granted Nov. 14.

Scranton, Pa.—Lackawanna Valley Radio. 1000 kc, 1 kw, day only. Equal partners: Dahl W. Mack, owner Scranton Radio & Television Supply Co.; James L. Doherty Sr., painting and contracting business; Eugene L. Burke, former FCC attorney, now with Hayes & Hayes, Washington law firm.

Danville, Va.—Virginia-Carolina Broadcasting Corp. 1250 kc, 5 kw day, 1 kw night, DA night. (Conditioned on Vice President Allen S. Clarke disposing of interest in WBTM Danville and on firm satisfying complaints of blanket interference.) Principals: Nine business and professional men including J. D. Pruitt, banker, president; W. R. Harrison, member Virginia State Highway Commission; J. S. Meade, president Virginia Tobacco Co. Granted Nov. 14.

## WASH-ington

WASH soon to be call letters of Commercial Radio Equipment Co.'s Washington FM outlet, earlier designated WSDC. CRE, currently operating W3XL on 98.9 mc, shifts to 101.3 mc for WASH when FCC issues commercial authorization. Station promotion to carry call letters in capitals, followed by "ington" small letters, said Everett L. Dillard, president.

## THREE MORE APPLICATIONS IN 1060 KC HEARING

THREE additional applications put into California-Washington 1060 kc hearing by FCC Friday, after 1030 kc requests of KARM Fresno (seeking 5 kw) and KWSC Pullman, Wash. (asking 5 kw day, 1 kw night) taken out of same docket and put into pending file to await outcome of clear channel proceedings. Action on KWSC and KARM prescribed by Aug. 9 policy adopting that procedure for all applications for 1030 kc (KOB Albuquerque's clear channel assignment) and 770 kc (clear channel used by KOB on SSA because of interference on 1030 kc).

Alvin E. Nelson Inc. application for new San Francisco station on 1030 kc with 50 kw left in hearing because of conflict with KYA San Francisco application which, amended to request 1060 instead of 1210 kc, was one of three added to hearing. Others added: C. Thomas Patten's for 10-kw daytime station at Oakland on 1000 kc, which conflicts with Nelson request; Pittsburg (Calif.) Broadcasting Co.'s for 1-kw Pittsburg station on 990 kc, which conflicts with Mr. Patten's. KROY Sacramento application for 1060 kc with 5 kw already in same proceedings. Hearing starts Dec. 9. If Nelson Inc. gets proposed grant, it will go into pending files awaiting clear channel outcome.

## VISITING PACIFIC AREA

SEN. E. W. McFARLAND (D-Ariz.), member of Senate Interstate Commerce Committee, accompanied by Capt. Charles F. Horne, USN, deputy director, Naval Communications, and Edward Cooper, executive clerk of committee International Communications Subcommittee, on six-week junket of Pacific area, inspecting Government and commercial communications. Senator McFarland member of standing committee group which went to Europe year ago, accompanied by Paul A. Porter, then FCC chairman, and Ed Craney of Z-Bar Network, who went as technical adviser to Chairman Burton K. Wheeler (D-Mont.).

## ABC ELECTS KINTNER, McDONALD

ROBERT E. KINTNER, ABC vice president in charge of news, special events and publicity, elected executive vice president, and Joseph A. McDonald, ABC general attorney and secretary, named vice president, by ABC board Friday. Both continue to supervise departments which reported to them before promotions.

## RELINQUISHES KTBS HOLDINGS

JOHN C. McCORMACK, managing partner of KTBS Shreveport, disposed of interest in station to his three partners, Allen D. Morris, P. E. Furlow, and George D. Wray Sr. He removed family to Albuquerque several months ago for reasons of health. Cecil K. Beaver, former assistant general manager of WOAI San Antonio, KTBS general manager since Aug. 1.

NBC Stations Planning and Advisory Committee ended two-day quarterly meeting Friday with inspection of color television at RCA Labs., Princeton, N. J.

## NOT INTERESTED

C. W. (Chuck) MYERS, in supervisory charge of KOIN Portland, Ore., since sale of station to Field Enterprises, doesn't want his name mentioned for appointment to FCC. "I sold KOIN to be relieved from much less strain than I would undergo on the FCC," he said. "My home is in the Northwest with my friends and all my other interests. I have no political or other interests than those of the community and the continued success of KOIN."

## ADVERTISING PROGRAM COMPLETED BY WAA

ADVERTISING program by which War Assets Administration's 33 regional offices and two sales units will have contracts with local agencies for advertising of surplus property approved Friday by WAA. National advertising program continues with Fuller & Smith & Ross.

New plan gives regional offices maximum autonomy and latitude in placing advertising. Agencies operate under direct contract with WAA regional offices and receive full 15% on space and time. Policy and budget authority remains in Washington. WAA advertising in charge of Northrop Clarey, WAA deputy administrator for information and advertising.

## WBBC PLANS MBS

NEW WBBC Flint, Mich. authorized fortnight ago by FCC [BROADCASTING, Nov. 4] will become Mutual outlet when it takes air March 1, John Lord Booth, president, owner of WJLB Detroit, announced Friday. Station on 1330 kc, 1 kw fulltime, licensed to Booth Radio Stations Inc., with Eric V. Hay, executive vice president; Hugh M. Gray, vice president, treasurer; Edward H. Clark, secretary.

E. P. J. SHURICK, KMBC Kansas City advertising and promotion director, and ARTHUR B. CHURCH, KMBC president, presentation of documentary book, *First Quarter-Century of American Broadcasting*, to President Truman at White House postponed to Nov. 27.

C. E. WILSON, General Electric president, principal speaker at Nov. 21 luncheon of American Standards Assn. annual meeting, Waldorf-Astoria Hotel, N. Y.

KFJI Klamath Falls, Ore., granted license renewal Friday by FCC to Aug. 1, 1949.

# Closed Circuit

(*Continued from page 4*)

ment ownership under Peron dictatorship and British Broadcasting Corp. influence. BBC now maintaining offices in most Latin-American countries servicing domestic stations with free transcriptions and gratis news services.

SCHENLEY DISTILLERS Corp., New York, reported planning transcribed rebroadcast of its two CBS shows, *Suspense* (Roma wine) and *Hollywood Players* (Cresta Blanca wines), on KGMB Honolulu, CBS Hawaiian outlet.

MR. ANTHONY might help FCC out of this quandary. FCC sees no need for 30-minute station identification rule and presumably would be disposed to lengthen required announcement to one-hour intervals. But many stations want half-hour minimum break because it means station-break spot announcements and basic revenue.

# WINS
NEW YORK

THE MANAGEMENT of WINS acknowledges the vote of confidence in our future which has been expressed in the tangible form of contracts for time and programs by the following advertisers and their agencies. We assure both present and prospective clients that we will do everything in our power to merit and maintain this faith.

## NATIONAL

ALLENRU
ARRID
BALPINE BATH OIL
BENRUS WATCHES
BROMO-SELTZER
CHARCOAL GUM
CHICLETS
COLUMBIAN INSURANCE
DIAMOND CRYSTAL SALT
EX-LAX
4-WAY COLD TABLETS
GRIFFIN SHOE POLISH
GROVES COLD TABLETS
IPANA TOOTH PASTE
LA BOHEME WINES
LUMMIS PEANUTS
NATURE'S REMEDY
MEADOW GOLD ICE CREAM
METROPOLITAN LIFE INSURANCE
MISSION BELL WINES
MOUNDS MY-T-FINE
PABST BEER
PEPSI-COLA
POLIGRIP
RAYVE SHAMPOO
RAZ-MAH
REL
REM
RIT
SIMONIZ
STANBACK
TUMS
T. R. C.
WILLARD TABLETS
WOODBURY DRY SKIN CREAM

## LOCAL

BALTIMORE GOSPEL TABERNACLE
BELLEROSE CHURCH
EMPIRE DIAMOND & GOLD BUYING SERVICE
GOSPEL BROADCASTING COMPANY
KEENSIGHT LENS
LUTHERAN LAYMEN'S LEAGUE
MADISON LOAN COMPANY
NEW YORK DAILY MIRROR
NEW YORK TECHNICAL INSTITUTE
NEW YORK TELEPHONE COMPANY
PEOPLE'S CHURCH
PEIL'S BEER
SHERMAN BOW TIES
TUCKER FURS
WILLIAMS USED CARS

It is our sincere desire to provide New York listeners with an expanded and improved program service. To this end we have already added additional experienced program personnel and made many changes in our program schedule.

On October 13 we began an inter-change of programs with WLW by direct wire and we are now receiving reports direct from the WLW-WINS Washington Bureau. Other services and innovations will be added . . . all based on sound, tested principles of good radio programming and station operation.

CROSLEY BROADCASTING CORPORATION